Nostrums AND Quackery

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ROBERT L. PHILLIPS, M.D.

Nostrums and Quackery

Articles on the Nostrum Evil, Quackery and Allied Matters Affecting the Public Health; Reprinted, With or Without Modifications, from The Journal of the American Medical Association

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VOLUME II

Press of
American Medical Association
Five Hundred and Thirty-Five North Dearborn Street
CHICAGO
1921

PREFACE TO VOLUME II

The first edition of Volume I of "Nostrums and Quackery" was published in the latter months of 1911. It was a book of some 500 pages. In less than a year the entire edition was exhausted and a second edition was prepared which, while off the press in December, 1912, did not get on to the market until the end of January, 1913. The second edition of Volume I contained all that was in the first edition with 200 additional pages.

Since the issuance of the Second Edition of Volume I, THE JOURNAL of the American Medical Association has published, week by week, articles on the nostrum evil, quackery and allied matters affecting the public health. As this material accumulated it has been collected according to subject matter and issued in pamphlet form. These educational pamphlets have been distributed to the medical profession and to the public at a cost less than that of actual production. The desirability of publishing this material in book form has long been evident but economic and other conditions, until now, have made this, if not impossible, at least impracticable.

The present book, Volume II of "Nostrums and Quackery," contains practically none of the material appearing in Volume I. To have combined Volume I with the present volume would have made an expensive and cumbersome book of about 1500 pages. However, the index in the present book is a double one, containing references both to this book and to Volume I (second edition).

The present volume contains over 800 pages as compared with 700 pages in the second edition of Volume I. These figures, however, fail to convey an adequate idea of the amount of material in this book as compared with that in the previous volume. Volume I, while uniform with the present volume in the size of the page, was set in a narrower measure. In other words, the type matter on a given page of Volume I occupies only a fraction over 21 square inches while the type matter in the present volume occupies nearly 30 square inches. Put another way: the 800 pages in the present volume would, if the type had been set as it was set in Volume I, occupy over 1100 pages.

The work done by THE JOURNAL of the American Medical Association, through its Propaganda Department and Bureau of Investigation, is wholly educational in character—not punitive. The matter that appears in this book has been prepared and written in no spirit of malice and with no object except that of laying before the public certain facts the knowledge of which is essential to a proper conception of community health.

PREFACE TO VOLUME I, FIRST EDITION

In the latter months of 1905 the first of a series of articles appeared in *Collier's,* dealing with what was well named the Great American Fraud—that is, the nostrum evil and quackery. These articles ran for some months and, when completed, were reprinted in booklet form by the American Medical Association. Tens of thousands of these books have been sold and there is no question that the wide dissemination of the information contained in the Great American Fraud series has done much to mitigate the worst evils of the "patent medicines" and quackery. How hard these forces of evil have been hit is indicated by the organized attempt on their part to discredit and bring into disrepute the American Medical Association by means of speciously named "leagues," organized by those who are now or have in the past been in the "patent medicine" business, ostensibly to preserve what has been miscalled "medical freedom."

A few years before the first of the *Collier's* articles appeared, the American Medical Association commenced a campaign against the proprietary evil that existed within the medical profession. After cleaning to a marked degree this Augean stable, the Association extended its activities to the investigation of the more widely spread evil of "patent medicines" and quackery. It should be understood that in many cases there is no clear line of demarcation between what are commonly known as "patent medicines" and the "ethical proprietaries." As has been shown time and again, it is not unusual for a nostrum first to be exploited only to the medical profession—as an "ethical proprietary." After a sufficient number of testimonials have been received from unthinking physicians the promoters of the nostrum advertise their wares direct to the public—as a "patent medicine." Again, some nostrum exploiters prefer to exploit their products exclusively through the medical profession, never advertising direct to the laity. On the other hand, there have been a few cases in which nostrums have first been marketed to the public direct and later have been advertised either under the same or a different name to physicians.

Many of the articles that have appeared in THE JOURNAL of the American Medical Association during the last few years, dealing with quackery or "patent medicines," have been reprinted in pamphlet form for distribution to the laity. As the number of these pamphlets increased, it was thought desirable to bring all this matter together in one book. The present volume is the result. Mr. Adams' "Great American Fraud" articles aimed to cover the whole subject of quackery and the nostrum evil in as broad and general a way as possible. From the nature of the case, it was impossible to give very much space to any one fraud. The present book differs in just this respect from the *Collier's* reprint. While but comparatively few concerns are dealt with, they are shown up with special reference to the details of their fraudulent activity. By this means light has been thrown into the innermost recesses—the holy of holies of quackery. It is believed that a perusal of the cases here presented will so plainly show the fraud, the greed and the danger that are inseparable from "patent medicine" exploitation and quackery that the reader must perforce be protected in no small degree from this widespread evil.

While most of the matter here given is the result of work done directly by the American Medical Association, we have not hesitated to take advantage of the splendid work done by the Post Office Department through the agency of the fraud order and also of that done by the federal and state officials in enforcing national and state pure food laws. It is an unfortunate fact that much of the valuable work done by officials entrusted with the execution of

the Food and Drugs Act is buried in official documents that never reach those to whom such work is of the greatest value. We make no apology, therefore, for presenting in as popular a form as is consistent with scientific accuracy, the results of much of this work. In addition to these sources of information we have quoted freely from the reports that have appeared in the *British Medical Journal* on nostrums and quackery.

For the purpose of classification, this book has been divided into three general departments; the first deals with quackery, the second with nostrums, while the third contains miscellaneous matter that did not seem to belong to either of the other two divisions. Actually, there is no clear line between these divisions. While as a general thing, the preparations classed as nostrums are such as are sold through the medium of drug stores, yet, in a few cases, they are sold by the manufacturer—or, more commonly, the exploiter—direct. On the other hand, while we have classed under quackery those concerns which profess to diagnose and treat disease, some of these institutions also list their medicaments with the wholesale and retail drug firms. The divisions, therefore, are purely arbitrary.

Just a word as to the distinction made between proprietary medicines and "patent medicines." Strictly speaking, practically all nostrums on the market are proprietary medicines and but very few are true patent medicines. A patent medicine, in the legal sense of the word, is a medicine whose composition or method of making, or both, has been patented. Evidently, therefore, a patent medicine is not a secret preparation because its composition must appear in the patent specifications. Nearly every nostrum, instead of being patented, is given a fanciful name and that name is registered at Washington; the name thus becomes the property of the nostrum exploiter for all time. While the composition of the preparation, and the curative effects claimed for it, may be changed at the whim of its owner, his proprietorship in the name remains intact. As has been said, a true patent medicine is not a secret preparation; moreover, the product becomes public property at the end of seventeen years. As the term "patent medicine" has come to have a definite meaning to the public, this term is used in its colloquial sense throughout the book. That is to say, all nostrums advertised and sold direct to the public are referred to as "patent medicines"; those which are advertised directly only to physicians are spoken of as "proprietaries."

PREFACE TO VOLUME I, SECOND EDITION

"Nostrums and Quackery" was published by the American Medical Association in the belief not only that the information is contained *ought* to go to the public but also that the public desired just such information. The best evidence that this belief was justified is the necessity of issuing a second edition in less than a year. The second edition is larger by about two hundred pages. Much entirely new matter has been added and a large portion of the material that appeared in the first edition has been brought down to date.

Quackery does not die easily. Exposures of the frauds perpetrated by quacks and nostrum venders do good only to the extent that such exposés educate the public. When the veil of mystery is torn from the medical faker, the naked sordidness and inherent worthlessness that remains suffices to make quackery its own greatest condemnation. This is the mission on which "Nostrums and Quackery" goes forth.

TABLE OF CONTENTS

PAGE

PREFACE 3
ALCOHOL, TOBACCO AND DRUG HABIT CURES 9
CONSUMPTION CURES 18
COSMETIC NOSTRUMS 55
COUGH MEDICINES, ETC. 86
DEAFNESS CURES 109
EPILEPSY CURES 136
FEMALE WEAKNESS CURES 160
NOSTRUMS FOR KIDNEY DISEASE AND DIABETES 183
MEDICAL INSTITUTES 223
MEDICAL MAIL ORDER CONCERNS 268
MEN'S SPECIALISTS 359
MINERAL WATERS 463
MISCELLANEOUS NOSTRUMS 482
MISCELLANEOUS SPECIALISTS 633
OBESITY CURES 657
QUACKERY OF THE DRUGLESS TYPE 689
RHEUMATISM CURES, ETC. 726
TONICS, BITTERS, ETC. 740
MISCELLANY 755
INDEX 811

ALCOHOL, TOBACCO AND DRUG HABIT CURES

"HAINES' GOLDEN TREATMENT"

"Dr. Haines' Golden Treatment" is sold and advertised by the Golden Specific Company of Cincinnati, Ohio. Before lying on the trade package carried with it a risk of prosecution, the "Golden Treatment" was sold as "Golden Specific." The preparation is one of the numerous "cures" for the liquor habit which are supposed to be given secretly, curing the alcoholic in spite of himself. Here are some of the claims that have been made:

"Golden Treatment is Odorless and Tasteless—Any Lady Can Give it Secretly at home in Tea, Coffee, or Food."

"Golden Remedy, the Great Home Treatment For Drunkards."

"Let no woman despair. The sure quick permanent cure for drunkards has been found. It is Golden Remedy. It has no odor. It has no taste. Just a little is put in the drunkard's cup of coffee or tea or in his food. He will never notice it, he will be cured before he realizes it, and he will never know why he abandoned the taste for liquor."

"Golden Remedy has cured some of the most violent cases in a day's time."

". . . a craving for liquor relieved in thousands of cases without the drinker's knowledge, and against his will."

Drink Habit Cured Secretly
Drunkards Cured Secretly
Drunkards Cured in 24 Hours.
Drunkards Saved Secretly
Any Lady May Do It at Home. Costs Nothing to Try.
FREE TRIAL COUPON

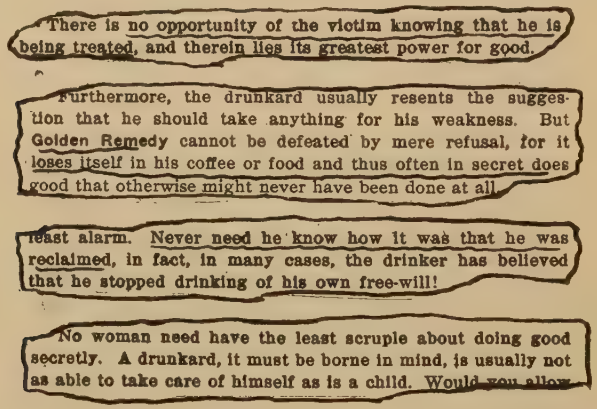
Some typical advertisements of "Haines' Golden Remedy" (reduced) of various dates.

Any one with an elementary knowledge of the treatment of alcoholism knows how cruelly false such claims as these are. Not only is the statement that the stuff will cure the drunkard "without his knowledge" and "against his will" a falsehood, but it is also a cowardly falsehood in that it deceives those who in the very nature of the case will hesitate to raise any protest against the deception.

The Golden Specific Company advertises that it will send a "free trial package" to any one who will use it. Those who answer the advertisements are sent (1) a form letter so prepared as to simulate an individual communication, (2) a sample of the "Golden Treatment" and (3) a booklet entitled "The National Curse, Drunkenness." The letter, the directions on the sample treatment, and especially the booklet all emphasize the alleged ease with which drunkards can be cured without their knowledge and against their will. Says the letter: "We are sending you a trial package of Golden Treatment . . . to prove to you

how easily and secretly it can be given . . . without the drunkard ever suspecting that he is being treated at all." And the booklet: "Many drunkards have been made temperate men who have taken Golden Treatment in their coffee without their knowledge, and today believe They Quit Drinking of Their Own Free Will." And elsewhere in the book: "There is no opportunity of the victim knowing that he is being treated, and therein lies its greatest power for good." On the envelope containing the sample treatment we read: "This is but a trial treatment to show how easily and secretly it may be given . . ." The directions accompanying the sample are very brief, but the recipient is told that "fuller directions and suggestions accompany the full treatment."

Those who send for the "full treatment" (price $3.00) receive a box containing forty powders. The directions accompanying the box are, as was promised on the "trial treatment," much fuller. Moreover there is a marked difference in the attitude of the company toward its victim after it once has received payment for


There is no opportunity of the victim knowing that he is being treated, and therein lies its greatest power for good.

Furthermore, the drunkard usually resents the suggestion that he should take anything for his weakness. But Golden Remedy cannot be defeated by mere refusal, for it loses itself in his coffee or food and thus often in secret does good that otherwise might never have been done at all.

least alarm. Never need he know how it was that he was reclaimed, in fact, in many cases, the drinker has believed that he stopped drinking of his own free-will!

No woman need have the least scruple about doing good secretly. A drunkard, it must be borne in mind, is usually not as able to take care of himself as is a child. Would you allow

Reproductions of clippings from the booklet sent to prospective victims by the Golden Specific Company. Note the emphasis put on the alleged power of the "Golden Remedy" to cure the liquor habit without the knowledge or cooperation of the patient.

its worthless treatment. The whole trend of the advertising (until the purchase is actually made and the money paid) is that of leading the prospective purchaser to believe that the "treatment" is not only efficacious when given without the knowledge of the patient, but that this is an ideal way to administer it. The directions that accompany the $3.00 package of powders, however, express, or at least imply, doubt as to the probability of success unless the patient is anxious to be cured of his habit and takes the stuff knowingly. "If necessary to administer without the knowledge of the patient . . "—commence the directions after the victim has paid her money; and: "Whenever it is possible to induce the patient to take the treatment *voluntarily* with a full knowledge of its qualities and effects, it is always the better way . . . " Further, the poor woman, who has purchased this "treatment" in the belief that she can reclaim her husband or brother or father, without his knowledge, is told that "after patient has been under treatment for two days, give sponge (or towel) baths of warm salt water every three days for at least two weeks"! Finally, of course: "if one treatment does not succeed, get another quick."

Although the worthlessness of this product is obvious it was believed that its composition would be of interest, and an analysis of the stuff was made in the Association's laboratory. The report follows:

LABORATORY REPORT

"Original packages of 'Dr. Haines' Golden Treatment for the Liquor Habit' (price, $3.00 each), prepared by the Golden Specific Co., Cincinnati, O., were submitted to the Chemical Laboratory for examination. Each box contained 40 powders, the average weight of each powder being .75 gm. (11.5 grains). The material had a light brown color, a celery-like odor and a sharp taste. Under the microscope a few starch grains resembling those of ipecac were discerned; wheat starch was present in relatively large amounts. Qualitative tests demonstrated the presence of capsicum, lactose, starch, a small amount of resin and a very small amount of alkaloid. The amount of alkaloid was so small that positive tests could not be obtained for the ipecac alkaloids. Emodin-bearing drugs were not present. The quantitative determinations were ash 1.47 per cent.; moisture (loss at 130°) 4.29 per cent.; lactose 47.5 per cent.; alkaloids 0.0003 per cent. From the analysis it appears that Dr. Haines' Golden Treatment is composed essentially of milk sugar, starch, capsicum and a minute amount of ipecac."—(*From The Journal A. M. A., Oct. 27, 1917.*)

THE RICHIE MORPHIN CURE

In his series of articles on "The Great American Fraud" which ran a few years ago in *Collier's,* Mr. Samuel Hopkins Adams devoted one chapter to "The Scavengers." This appropriate title he applied to those who, under the guise of selling mail-order "cures" for the morphin habit, fostered the slavery of the drug habit for their own profit by substituting for the morphin addiction an addiction to their villainous mixtures of opiates. One of the concerns described by Mr. Adams in this chapter was the Richie Company, Brooklyn, N. Y., of which he said:

"Surrounded by the best religious influences, in the Presbyterian Building at 156 Fifth Avenue, New York City, the Rev. W. N. Richie, D.D., holds forth. Here, in pious words, he invokes the aid of Heaven upon his transactions. He has another address, 105 St. James Place, Brooklyn, where he does the work of Hell. By his catch-word, 'for the sake of humanity,' he has inveigled a number of well-meaning and otherwise intelligent gentlemen into supporting his scheme with their names. As high-minded a man as the late Rev. John Hall was duped, and his picture is now used on the cover of one of the Richie circulars. Rev. Dr. Burrell, the late Rev. S. S. Baldwin, Rev. C. A. Stoddard, and the editors of the Independent, Christian Work and other religious journals appear as endorsers of the Richie 'cure.' The 'literature' gotten out by the reverend exploiter reeks of a smug pseudo-piety. He recommends his nostrum as a 'Painless cure for all drug habits. Only cure endorsed by the secretaries of Foreign Mission Boards, Inter-denominational Committee, etc.' He claims that it will cause 'actual destruction of the desire for narcotics.' On his letter-head appear conspicuously the words 'Supports better than the drug. No substitute.' Mark that 'No substitute.' This means that in the remedy no drug is substituted for the one used by the victim. It is a lie. The Rev. Dr. Richie knows it for a lie. So well does he know it that his employees dare not back it up in their correspondence. After procuring a sample of the output, I wrote, under an assumed name, saying that it produced the same effect as morphin, and asking if it contained any of that drug. Here is the reply: 'There would be no special advantage in our denying or asserting the use of morphin or opium in the remedy.' 'No special use,' indeed! Their sample, on analysis, contains 2.12 grains of crystallized morphin per dose.

"I am invited to cure myself by taking this stuff four times a day. If I lived through the first dose, the second would kill me, or any of my readers who is not a morphin fiend. The ordinary dose is one-eighth of a grain, heavy dose one-fourth of a grain. But the Richie Company supposes I can stand more, so they endeavor to foist their concoction on me in place of my supposed addiction. How does this comport with their 'No substitution' claim? This and other questions I put in writing to the Rev. Dr. Richie. He has not answered it. His silence is not surprising. It is the part of wisdom—or, at least, caution. I'm not certain just how to place this reverend gentleman. It may be that he has been fooled into believing in the 'Richie cure,' and that he is an exemplar of a type of asininity so baneful and deadly that its possessor ought, for the sake of the public, to be permanently established in an asylum for the dangerously imbecile. But I think not. I think he cannot be ignorant of his traffic in ruined lives. This alternative implies flat criminality. Nor has the divinity doctor always eluded the clutch of the law. He has been convicted and fined for practicing medicine without a license."

The foregoing appeared in *Collier's* Sept. 22, 1906. On Jan. 5, 1909, June 5, 1909, and March 15, 1910, the Richie Company shipped from the state of New York into the District of Columbia three consignments of its "cure." Samples from the different consignments were analyzed by the Bureau of Chemistry of the Department of Agriculture, and the federal chemists reported that the product consisted of a water-alcohol solution of morphin sulphate, glycerin, pepsin, salicylic acid and undetermined matter. The first shipment consisted of five bottles which contained morphin sulphate in amounts varying from 14.2 grains to the fluidounce to 9.2 grains to the fluidounce. The ten bottles in the second shipment contained this same drug in amounts varying from 12.35 grains to 7.21 grains to the fluidounce. The third shipment of ten bottles also contained morphin sulphate, varying in amounts from 15.85 to 8.22 grains to the fluidounce.

On March 14, 1911, more than two years after the first shipment was made, the United States Attorney for the Eastern District of New York, acting on the report of the Secretary of Agriculture, filed an information against William N. Richie and Grant N. Richie, who were copartners under the name "Richie Company." The product was declared misbranded because the bottles and packages did not bear a statement on the label of the quantity and proportion of morphin. On March 18, 1911, the two Richies entered a plea of "not guilty" and three months later filed a demurrer. The court overruled the demurrer and on April 2, 1913, William N. Richie and Grant N. Richie withdrew their former plea of "not guilty" and entered a plea of "guilty." The court suspended sentence!—[*Notice of Judgment No. 2554; issued Oct. 31, 1913.*]

TESCUM AND NICOTOL

"Tescum" and "Nicotol" were two nostrums put out by the H. J. Brown Medicine Co. of Cleveland, Ohio.

"Tescum" was sold as an alleged cure for drunkenness and "Nicotol" as an alleged cure for the tobacco habit. They were both worthless humbugs. According to the Tescum advertisements: H. J. Brown was a drunkard who finally reached the place where he was drunk practically all the time; a former friend wrote to Brown's sister, whose home was in Germany, telling of his condition; the sister "consulted a famous chemist, who gave her a prescription, a secret formula," and told her that, if she could arrange to put it in Brown's coffee or tea, "it would destroy the appetite for alcohol in any form"; the sister took the first steamer for New York, and immediately began to give him the remedy unknown to him; the remedy cured him!

As has been said before, any drug which is sold under the claim that it may be given secretly to a victim of drunkenness and cure him of the habit is sold under cruelly lying claims. Its exploitation is a heartless and cowardly fraud.

Tescum was reported on by the Dairy and Food Division of the Board of Agriculture of Ohio some time ago which declared that it consisted chiefly of tartar emetic. This drug is an irritant poison and may profoundly depress the heart. To sell a mixture of this kind without warning as to its dangerous character is little less than criminal.

"Nicotol" was described in the advertisements as a "Home Treatment Given Secretly that Destroys the Craving for Tobacco." Of course, a cure for the tobacco habit can no more be produced without the knowledge and cooperation of the patient than can a cure for the alcohol habit be produced under the same conditions. The advertisement continued:

"To break a man of the tobacco habit, go to your druggist and get a package of Nicotol powders. Give him Nicotol secretly in food or drink as directed, and in a short time tobacco becomes distasteful."

Then there was this sort of bosh served up to the public:

"Thousands of men suffering from fatal diseases would be in perfect health today were it not for the deadly drug Nicotine."

Several of the Nicotol advertisements featured a "Dr. Connor, formerly of Johns Hopkins Hospital" and quoted this hypothetical individual as having had remarkable success with the use of Nicotol. The advertising of this concern became so flagrant that the National Vigilance Committee of the Associated Advertising Clubs of the World investigated the matter and in September, 1920 issued a special bulletin giving the results of their investigation. According to their report, the Nicotol "treatment" consists of two kinds of tablets, one called "Nicotol" and the other "Tokosan." The chemist who examined these tablets for the National Vigilance Committee reported that Nicotol Tablets "contained substantially nothing more than corn starch, calamus and probably some charcoal." And they added "our examination failed to disclose any markedly active medicinal substance." The Tokosan Tablets, according to the same authority, "contained corn starch and cinchona bark (quinin)," and these were the only constituents the chemists were able to identify. As for Dr. Connor, the Johns Hopkins Hospital had never heard of him and reported that he had never been carried on their rolls either at the hospital or medical school.

VARLEX COMPOUND

"Varlex Compound," put on the market by the Varlex Manufacturing Company, Kansas City, Mo., is sold under the claim that it can be given secretly to "cure" the liquor and tobacco habits. There is no preparation that can be given secretly to cure alcoholism; wives and children of inebriates reading advertisements of the Varlex type purchase the worthless nostrums, often with money that can be ill afforded, in the hope of releasing father or husband from the thraldom of alcoholism. Those engaged in the business of selling these alleged cures know full well that there is not one chance in a thousand that the return of the money spent will be demanded; for, in the nature of the case, the victims are unwilling to risk the publicity that such a demand would bring.

Varlex Compound is advertised by the "prescription fakes" method. Under the heading "Home Recipe for the Liquor Habit" the claim is made that a "well-known physician located in the Middle West, who has treated thousands

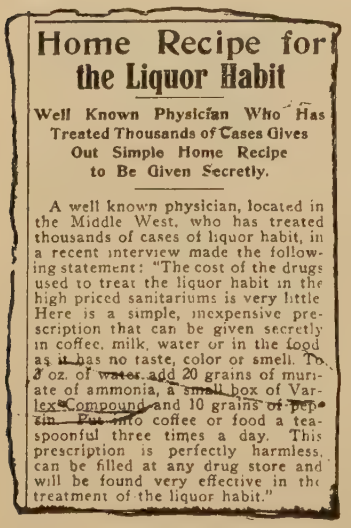
of cases of the liquor habit" gives the following "simple inexpensive prescription that can be given secretly in coffee, milk, water or in the food." The alleged prescription is:

Water	3 oz.
Muriate of Ammonia	20 grains
Varlex Compound	1 pkg.
Pepsin	10 grains

A package of "Varlex Compound" was submitted to the Association's laboratory. Here is the report of analysis:

LABORATORY REPORT

One package of "Varlex Compound for Making a Treatment for the Liquor and Tobacco Habit," prepared by Varlex Mfg. Co., Kansas City, Mo., was submitted to the Chemical Laboratory for examination. The package contained about 48 grains of a brownish-white powder, having a slightly sweet taste. Qualitative tests demonstrated the presence of milk sugar (lactose). Alkaloids and metallic substances were not found. Quantitative determinations indicated that the powder consisted of approximately 97 per cent. lactose and 3 per cent. moisture. In other words, it appears to be essentially milk-sugar.



Home Recipe for the Liquor Habit

Well Known Physician Who Has Treated Thousands of Cases Gives Out Simple Home Recipe to Be Given Secretly.

A well known physician, located in the Middle West, who has treated thousands of cases of liquor habit, in a recent interview made the following statement: "The cost of the drugs used to treat the liquor habit in the high priced sanitariums is very little Here is a simple, inexpensive prescription that can be given secretly in coffee, milk, water or in the food as it has no taste, color or smell. To 8 oz. of water add 20 grains of muriate of ammonia, a small box of Varlex Compound and 10 grains of pepsin. Put into coffee or food a teaspoonful three times a day. This prescription is perfectly harmless, can be filled at any drug store and will be found very effective in the treatment of the liquor habit."

The swindler who sells fake mining stock to widows and the hold-up man who makes women and girls his victims rank higher, morally and ethically, than those who would sell worthless nostrums to unfortunate women who grasp, despairingly, at the promise that with the aid of these mixtures they can free their loved ones from the slavery of drink. Kansas City, Mo., is the home of more than one medical humbug but none is more disreputable than that exploited by the Varlex Manufacturing Company.—(*From The Journal A. M. A., Nov. 6, 1915.*)

SOME MISCELLANEOUS "CURES"

Antialkoholin Drink Cure.—According to a report published in the *Pharmaceutical Journal and Pharmacist,* May 9, 1914, "nothing but milk sugar could be identified in this remedy."

Antidipso.—This alleged cure for the drink habit was sold by a London concern and was analyzed by the chemists of the British Medical Association. The "cure" consisted of two powders, white and colored, respectively. The white powders were found on analysis to contain about one-fourth potassium bromid, and three-fourths milk sugar; while the colored powders contained one-third potassium bromid, and two-thirds milk sugar.

Carney Common Sense Opiate Cure.—This preparation was analyzed by the Massachusetts State Board of Health, which reported in 1907 that the stuff was a series of solutions containing various quantities of morphin.

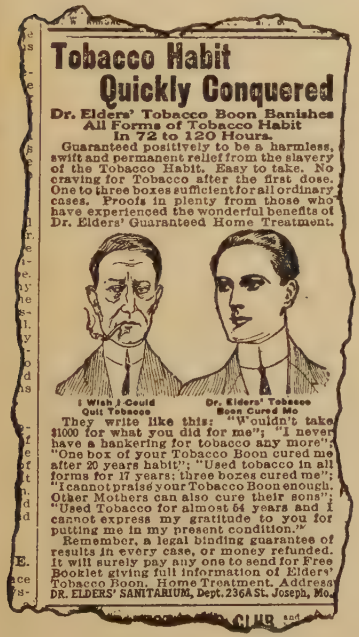
Coho Drink Cure.—This preparation, according to the *Pharmaceutical Journal and Pharmacist,* May 9, 1914, "is said to be a weak alcoholic solution flavored with essential oils, among which caraway and cinnamon could be recognized by odor."

Coza Powder.—This preparation, sold from London, England, as a cure for drunkenness, was analyzed by the chemists of the British Medical Association, who reported that it consisted of baking soda 90 parts, powdered cinnamon 5 parts, powdered cumin 5 parts.

Dipsocure.—This is another "drink cure" that was analyzed by the chemists of the British Medical Association. It consisted of two powders, brown and white. They were identical in composition except for a small amount of coloring matter, and analysis showed them to contain acetanilid 6 parts, potassium bromid 35 parts, milk sugar 59 parts.

Elders' Celebrated Tobacco Specific.—H. W. Elders of St. Joseph, Mo., shipped into the state of Michigan a quantity of a drug preparation having the name given above and under claims that were in part as follows:

"Cures Smoking, Chewing, Cigarette and Snuff Dipping Habits in three to five days."
"It is as Certain in its Cure as are Taxes and Death sure to all."
"Oldest, Cheapest, Best. Thousands so testify."
"A positive cure for the 'Tobacco Heart.'"
"Contains no injurious drugs or ingredients."


Tobacco Habit
Quickly Conquered
Dr. Elders' Tobacco Boon Banishes All Forms of Tobacco Habit In 72 to 120 Hours.
Guaranteed positively to be a harmless, swift and permanent relief from the slavery of the Tobacco Habit. Easy to take. No craving for Tobacco after the first dose. One to three boxes sufficient for all ordinary cases. Proofs in plenty from those who have experienced the wonderful benefits of Dr. Elders' Guaranteed Home Treatment.
I Wish I Could Quit Tobacco
Dr. Elders' Tobacco Boon Cured Me
They write like this: "Wouldn't take $1000 for what you did for me"; "I never have a hankering for tobacco any more"; "One box of your Tobacco Boon cured me after 20 years habit"; "Used tobacco in all forms for 17 years; three boxes cured me"; "I cannot praise your Tobacco Boon enough. Other Mothers can also cure their sons"; "Used Tobacco for almost 64 years and I cannot express my gratitude to you for putting me in my present condition."
Remember, a legal binding guarantee of results in every case, or money refunded. It will surely pay any one to send for Free Booklet giving full information of Elders' Tobacco Boon, Home Treatment. Address
DR. ELDERS' SANITARIUM, Dept. 236 St. Joseph, Mo.

Analysis by the government chemists showed that the tablets consisted essentially of cocain derivatives, strychnin and cinchona alkaloids. The cocain, strychnin and cinchona alkaloids amounted to about 3/10 of 1 per cent. The remainder of the tablets consisted of sugar and starch with a small amount of ginger, the whole being flavored with artificial oil of wintergreen. As the tablets were not a specific for the tobacco habit and as it did contain "injurious drugs or ingredients," the product was declared misbranded. Elders pleaded guilty and was fined $100 and costs.—[*Notice of Judgment No. 930; issued July 13, 1911.*]

Frank's Cure for Inebriety.—The *Pharmaceutical Journal and Pharmacist,* May 9, 1914, declared that this "is a white, sweetish powder. It is stated to consist of 4.9 per cent. of tartar emetic, and 95 per cent. of milk sugar."

Harrison's Opium Cure.—This preparation, according to a report published in 1912 by the Idaho authorities, contained nearly 20 per cent. of alcohol and 5 per cent. of opium.

Matchette's Indian Tobacco Antidote.—This preparation, according to the North Dakota chemists (1910) was essentially a mixture of bitter drugs.

Normyl Treatment.—This preparation for alcoholism, alleged to be a discovery of a Canadian, was first exploited in the British Isles and later came to this country. The chemists of the British Medical Association analyzed it. and reported that the "full course" consisted of 24 days' medicine, supplied in 24 bottles. Their analysis showed the stuff to contain 75.5 per cent. alcohol, an alkaloid consisting principally of strychnin with a little brucin, the amount

corresponding to about 38 minims of tincture of nux vomica to each bottle. There was also found a non-alkaloidal bitter principle which, apparently, was picrotoxin. In Great Britain the stuff, because of the presence of strychnin, had to be labeled "Poison" in accordance with the Pharmacy Act.

Orrine.—This alleged cure for the alcohol habit was sold in two forms, one to be given secretly, and the other to be taken voluntarily. "Orrine No. 1" has been analyzed by various state chemists. The Connecticut report for 1914 declared that the stuff contained over 84 per cent. of milk sugar, 15 per cent. ammonium chlorid, and ½ of 1 per cent. gold chlorid.

Plummer's Tobacco Cure.—This, according to the North Dakota Experiment Station Report for 1910, consisted essentially of pieces of gentian root.

St. Anne's Morphin Cure.—This product, according to the state chemists of Massachusetts (1903) contained 1 grain of morphin and 1.8 grains of caffein to the fluid ounce.

St. James Society Drug Cure.—The St. James Society of New York City sold a morphin mixture to morphin habitués, under the guise of a "cure." Its method was to send its poor dupes a series of bottles labeled 1 to 10, containing a mixture of morphin and alcohol. The Bureau of Chemistry of the Department of Agriculture, U. S. Government, declared two of the shipments made by this concern misbranded under the Food and Drugs Act in that the amount of morphin and alcohol found in the preparation was different from that stated on the label. The St. James Society pleaded guilty and was fined $25.—[*Notice of Judgment No. 1291; issued April 4, 1912.*]

Starnes Drug-Habit Cure.—W. A. Starnes, Atlanta, Ga., shipped a number of bottles of a preparation supposed to be a cure for the drug habit. Analysis disclosed the presence of morphin, and as there was no statement to that effect, the product was declared misbranded. The defendant pleaded guilty and was fined.—[*Notice of Judgment No. 694; issued Dec. 17, 1910.*]

Tobacco Redeemer.—One broken package of Tobacco Redeemer, manufactured by the Newell Pharmacal Company, St. Louis, was sent to the Chemical Laboratory for examination. The package contained two boxes. Qualitative tests indicated the following:

The larger box contained dark brown tablets bearing the letters "N.N." These tablets were quite bitter and the taste of licorice was very pronounced. A small amount of alkaloids was present but did not respond to tests for strychnin, quinin, caffein, or mydriatic alkaloids. The tablets probably contain licorice and a bitter drug such as gentian as constituents. The smaller box was labeled "Tonic Tablets." This box, as received, contained five tablets. These had a red coating easily removed by water, and also a covering of calcium carbonate, inside of which was a brown mass very bitter in taste. This inner substance responded to tests for aloes or other emodin-bearing drug and strychnin. Owing to the limited amount of material other tests were not made.—(*From the Annual Reports of the A. M. A. Chemical Laboratory, 1915.*)

Tucker's Drug-Habit Cure.—W. J. Tucker, Atlanta, Ga., shipped a quantity of a drug product, alleged to be a cure for the drug-habit, to the District of Columbia. The stuff was analyzed by the Government chemists and found to contain both alcohol and morphin. As the presence of neither of these substances was stated on the label, the preparation was declared misbranded. Tucker pleaded guilty and a fine was imposed.—[*Notice of Judgment No. 693; issued Dec. 17, 1910.*]

Weatherby's Opium Antidote.—This preparation was reported by the Idaho state chemists in 1912 to contain 1½ grains of morphin to each 100 c.c.

White Ribbon Remedy.—This alleged cure for alcoholism came in the form of powders, 12 to a box, price $1. The state chemists of Connecticut analyzed the preparation in 1914, and found it to contain about 95 per cent. milk sugar, and about 5 per cent. ammonium chlorid. At this rate it would be necessary for the patient to take 18 powders, costing $1.50, to obtain an ordinary dose of ammonium chlorid.

Woods' Tobacco Cure.—The alleged cures for the drink and tobacco habits sold by Edward J. Woods of New York were dealt with in "Nostrums and Quackery" (1912). In February, 1921, the Government declared the "tobacco habit cure" a fraud and denied the use of the U. S. mails to Edward J. Woods, Inc.

CONSUMPTION CURES

> **"Every man who trades in this market, whether he pockets the profits of the maker, the purveyor or the advertiser, takes toll of blood. He may not deceive himself here, for here the patent medicine business is nakedest, most cold-hearted. Relentless greed sets the trap and death is partner in the enterprise."—SAMUEL HOPKINS ADAMS.**

In few organic diseases does the mental element play so important a part as it does in consumption. How great the psychic factor is, was strikingly shown by the experiments of Albert Mathieu, the French physician. Mathieu led his tuberculosis patients to believe that a wonderful "serum" for the cure of tuberculosis had been discovered. To these patients he gave injections of what they supposed to be this "serum," but what actually was a small quantity of a solution of common salt, and carefully noted their condition. A remarkable change was seen; the appetite improved, the temperature diminished, the cough, expectoration and night-sweats were mitigated and the patients began to gain in weight. With the discontinuance of the injections the old symptoms returned.

Mathieu's experiments scientifically proved what every physician who treats phthisical patients knows. Any change either in the treatment itself or in the individual giving the treatment is likely to result in a temporary improvement of the patient. It is this curious psychologic fact that makes the tuberculous patient a pitifully easy victim of those who advertise worthless or fraudulent "consumption cures." The speciously worded advertisement, the exaggerated claims, the testimonials — all conspire to convince the consumptive that here at last is the long-hoped-for "cure." Hence the profitableness of this despicable branch of quackery. In the following pages a few of the almost innumerable "consumption cures" are described. Many other products of this type were dealt with in "Nostrums and Quackery" (1912).

"ADDILINE"

"Addiline" was extensively advertised as a cure for consumption. The general type of its newspaper advertisements consisted of a "before and after taking" picture headed "I CURED MYSELF OF TUBERCULOSIS." Occasionally a newspaper with the stirrings of better things in it but still needing the money from such disreputable sources, ran the advertisement reading: "I FREED MYSELF FROM TUBERCULOSIS."

The nostrum was sold on the mail-order plan and, like so many others of its type, carried with it a fake guarantee that, so far as the consumptive was concerned, was not worth the paper on which it was printed. It was the usual scheme offering to return the price of the first four weeks' treatment if at the end of six weeks from the time that the purchase was made the user would certify that he had used Addiline for twenty-eight consecutive days in accordance with the directions and had received no benefit. Any one familiar with the attitude of the consumptive toward new and widely heralded treatments

knows that ninety-nine out of a hundred would report at the end of the first six weeks that they had been benefited.

This nostrum was made the subject of an investigation by the National Vigilance Committee of the Associated Advertising Clubs of the World which published a special bulletin on the subject in May, 1920. This organization reported that the chemists declared:

> "It [Addiline] contains a large proportion of kerosene and a smaller proportion of turpentine and that is all it contains except a small amount of aromatic oil."

The chemists add facetiously that it would make a better furniture polish than tuberculosis remedy. The amount of Addiline that was sold by the company for $5.50 would cost about 35 cents if bought from a druggist.

THE DUKET "CONSUMPTION CURE"

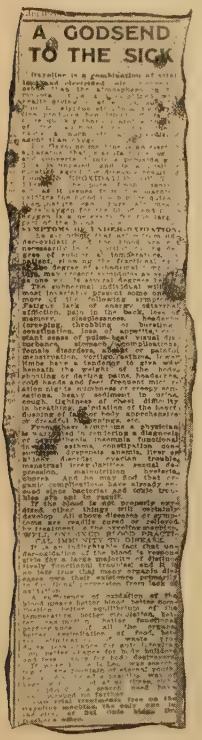
Three or four years ago we began to receive inquiries concerning a "consumption cure" exploited by one Peter P. Duket, M.D., in and around Findlay and Toledo, Ohio. As in all such cases, the advertising matter, circular letters, etc., sent out by the promoter were collected with the intention of making a thorough investigation. It soon became evident, however, that the fake was a minor one and that its perpetrator was but a small fish in the ocean of quackery. There were so many other and more dangerous frauds to be shown up that the Findlay concern was not deemed worth space in THE JOURNAL. The data collected were filed with such occasional additional matter as came to THE JOURNAL office; otherwise the case was forgotten. Suddenly, however, the Duket "cure" has flared into prominence: two months ago the newspapers heralded a new "cure" for consumption emanating from Chicago, professionally fathered by a medical college of that city and financially backed by a widely-known politician and banker. The conditions under which this unknown product is now being exploited are entirely different from those under which it was pushed in Findlay; its possibilities for harm have been enormously increased through its tacit recognition by presumably responsible persons. THE JOURNAL, therefore, makes no apology for taking up the subject. It believes that when its readers have gone over the articles that follow they will wonder what can have led the Bennett Medical College to lend recognition to a humbug so palpable. Mr. Lorimer's connection with this latest medical fiasco may charitably be assumed to be an altruistic one. But why men of scientific training should allow themselves to be drawn into a thing of this sort is hard to understand.—(*Modified from The Journal A. M. A., May 24, 1913.*)

ARTICLE I

About the time that Friedmann's press-agents were getting in their finest work, and when any news item — no matter how bizarre — regarding a consumption cure, made good newspaper "copy", the Chicago newspapers came out with sensational articles regarding a locally exploited "cure" for the white plague. Dr. Peter P. Duket of Chicago had produced, we were told, a "serum" that would cure tuberculosis. It is probable that Chicago newspapers would not have "fallen for" this canard, if it had not been given an artificial news value by the fact that the "cure" was financed by William Lorimer, who for a time occupied a seat in the United States senate.

Newspaper notoriety seems to have been assiduously cultivated, and the "Duket serum" has been given publicity at stated intervals from the time of the first sensational articles in the early part of March until the present. The latest developments are that Mr. Lorimer has asked the governor of each state

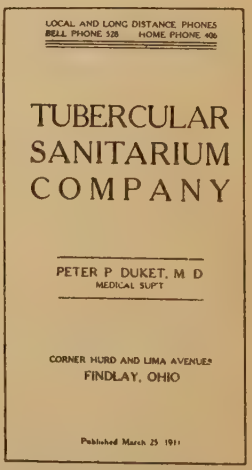
in the Union to send a representative to Chicago to watch the Duket "cure." Furthermore, he seems to have brought his influence to bear at Washington, for the papers state that an investigation of the Duket "cure" is to be undertaken by the United States Public Health Service.


A GODSEND TO THE SICK

One of Duket's advertisements in the Toledo papers. This was before he opened his "sanitarium" at Findlay, Ohio.

So many inquiries have been received by THE JOURNAL regarding the Duket "serum" that we feel there is an urgent need of giving physicians such facts as we have already at hand. We have postponed publishing such matter as we have in the hope that we could have completed our investigations of this widely vaunted treatment. If conditions warrant it the result of these investigations will appear in due time.

Peter P. Duket was graduated by Hahnemann Medical College, Chicago, in 1893. He was licensed to practice in Ohio in 1896 on the presentation of his diploma, examinations for licensure not being required in that state until 1900. His name does not appear in the medical directories for the year 1896, but in 1900 he seems to have been at Bowling Green, Ohio. His name is again absent from the directories for 1902, 1904 and 1906, but appears in the issues of 1908, 1910 and 1912 under the city of Toledo. In 1902 Duket presented his diploma and obtained a license to practice in the state of Michigan. In June, 1911, and again in January, 1912, Duket made application for license to practice medicine in Colorado. It was refused. But he obtained a license to practice in New Mexico in January, 1912, the license being granted on presentation of diploma. While in New Mexico, in 1912, Duket wrote to the Ohio State Board asking that board to endorse him to the Texas board. The Ohio board "inquired regarding his moral and professional standing," and as a result of this inquiry the secretary of the Ohio board "was instructed to refuse the endorsement." In January, 1913, Duket was granted license to practice in Illinois.


LOCAL AND LONG DISTANCE PHONES
BELL PHONE 528 HOME PHONE 406

TUBERCULAR SANITARIUM COMPANY

PETER P DUKET, M D
MEDICAL SUPT

CORNER HURD AND LIMA AVENUES
FINDLAY, OHIO

Published March 25 1911

Title page of the booklet used by Duket in obtaining victims for his sanitarium at Findlay, Ohio.

In connection with Duket's application to the Colorado State Board of Medical Examiners for licensure in that state, some interesting points were brought out. In the course of Duket's efforts to get a Colorado license, he appealed to a prominent Denver politician, who appeared before the board in Duket's behalf. During the course of the hearing, however the politician himself seems to have become skeptical of Duket's good faith. Duket is said to have claimed at that time that he was curing tuberculosis with a "lymph" obtained from goats. The politician-friend asked Duket where he kept his goats. Duket is said to have hesitated and finally answered that he had one goat that he kept at a certain address in

Toledo, Ohio. The politician had the chief of police of Denver wire the chief of police of Toledo to locate the goat. The Toledo police chief both wired and wrote that investigation indicated that Duket had not at that time and never had had any goats quartered at the address given.

DUKET'S FINDLAY SANATORIUM

In 1910 and 1911 Duket was operating what he called the "Tubercular Sanitarium Company" at Findlay, Ohio. He was using this concern as headquarters for the exploitation of his so-called serum. Business apparently being slow, Duket seems to have gone about the country drumming up patients. He issued a somewhat elaborate booklet describing the sanatorium and giving some indefinite information regarding his medicament. When in a town he would send out this booklet to prospective victims with a rubber stamp imprint on its title-page giving the name of the hotel at which he was staying and the time that he could be seen.

CLAIMS MADE FOR DUKET'S CURE

From this booklet we take the following quotations:

"The only treatment that is to be considered is an intravenous treatment with an antiseptic lymph."

"This antiseptic lymph is non-toxic, non-irritant and subdues the inflammation of the lungs."

"In our treatment we use an antiseptic lymph which is a recent discovery and has been used by ourselves exclusively."

"There is no other institution in the world that has the same antiseptic lymph."

"It is not made from any product from tubercle bacilli."

"When given intravenously the action of the germs ceases. The patients are restored rapidly to their normal weight enabling the system to assist the antiseptic in destroying the germs and curing the disease."

With the usual assurance of exploiters of "consumption cures," Duket was not at all modest in the claims made for his "antiseptic lymph." Here is what he gave as the percentage of "cures" made by his "treatment":

Patients in the first stage, 90 per cent. of cures.

Patients in the second stage, 75 per cent. of cures.

Patients in the third stage, 50 per cent. of cures.

To a layman who wrote to the Findlay institution Duket replied in part:

"The length of time required to be at the sanitarium or to effect a cure is 10 weeks. In some cases, of course, it may be longer than that.

"We have made some very remarkable cures and hope that you will not delay in coming."

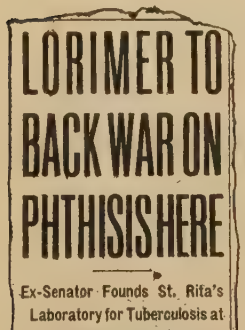
As this letter was not answered, a few days later another communication came from Duket, four pages in length, urging the prospective patient to come to Findlay. "The treatment is safe, and none but good results follow," the recipient of the letter was told. This does not seem invariably to have been the case. A tuberculous subject who had been to the Ohio State Sanatorium and returned greatly improved took Duket's treatment. Each injection was followed by a rise in temperature and a chill and in a few weeks all the good that had been accomplished at the state institution was undone. The poor fellow died and his brother writes that neither the deceased nor he noticed any improvement when his brother returned from Duket's sanatorium.

Here then is another alleged cure for tuberculosis being foisted on the public by a man who has no scientific standing and who has had little or no scientific training. Nor is this all. Duket has succeeded in enlisting the help of men whose motives we need not question and whose influence is greater than his own. Thus the potentialities for harm are enormously increased. At an early date we hope to be able to give our readers further details regarding the results of the "cure" itself. In the meantime, every physician will, in the interest of his tuberculous patients, do well to give them such facts as we have presented regarding this latest cure.—(*From The Journal A. M. A., May 10, 1913.*)

ARTICLE II

Giving the Results of Some Investigations

Two weeks ago we gave a brief outline of a so-called cure for consumption exploited by one Peter P. Duket, M.D., and now being financed by ex-Senator William Lorimer. The reply of Duket and his backers in the newspapers to the criticisms is that THE JOURNAL is making a personal "attack" and that no matter what Duket's personal shortcomings may be, the essential point is, does he produce "cures"? THE JOURNAL has made no "attack" on Duket personally; in fact, every effort has been made to avoid personalities.



LORIMER TO BACK WAR ON PHTHISIS HERE

Ex-Senator Founds St. Rita's Laboratory for Tuberculosis at Loyola University to Test Serum Discovered by Dr. Duket

WILL BE GIVEN TO WORLD

Institution Is Incorporated at Springfield, Following Experiments, the Success of Which Is Vouched For by Clergyman

Conviction that Dr. Peter P. Duket, a Chicago physician, has produced a serum which will cure tuberculosis, and that he will be able to prove his claim to the world, resulted today in the application at Springfield for a charter to establish the Lorimer Foundation St. Rita's Laboratory for Tuberculosis.

The laboratory will be established in connection with the Bennett Medical college, the medical school of Loyola university. Its doors will

The opening paragraph of a long article in a Chicago paper heralding the Duket "cure."

To recapitulate briefly: In 1910 Duket was operating a "sanitarium" at Findlay, Ohio, where he exploited what he termed an "antiseptic lymph" for the cure of tuberculosis. At that time he claimed to produce cures in 90 per cent. of all cases in the "first stage" of consumption, in 75 per cent. of cases in the "second stage" and in 50 per cent. of those in the "third stage." Before that time he was advertising in the Toledo newspapers his "combination of vitalized and electrified air" as a "godsend to the sick"—"two trial treatments free."

THE CURE ESPOUSED BY A MEDICAL COLLEGE

The object of the present article is to show what Duket really accomplished with his "cure" when in Findlay. Before taking this up in detail, the following facts should be given to our readers: The only reason that Duket and his cure are now being given any serious consideration is that recently the Bennett Medical College of Chicago has assumed to act as his professional sponsor while ex-Senator Lorimer is backing him financially. Duket seems to have approached the medical college at the psychological moment. It was at a time when the newspapers were full of the Friedmann "cure"; when descriptions of serums for tuberculosis made splendid copy for newspaper "stories"; when the public imagination was fired with the therapeutic possibilities of secret—and therefore awe-inspiring—remedies. Bennett Medical College, then—whether from altruistic or ulterior motives, we are not prepared to say—seems to have decided to father the Duket "lymph" or, as the newspapers have it, "serum"; but capital was necessary — and straightway forthcoming from Mr. Lorimer. Whether Mr. Lorimer's interest in the Duket "cure" was prompted by a desire to get before the public in a more favorable light than that which he achieved in his political ventures, or whether it was a sincere desire to give humanity the benefit of some of his abundant wealth, need not be discussed. Motives in such a case are unessential. The facts are: a man of little education, of no scientific standing and of quackish tendencies has been given a certain professional recognition by the sponsorship of a medical college, and a financial standing by the aid of ex-Senator Lorimer.

WHAT HAS IT ACCOMPLISHED?

Duket claims to have "discovered" his "serum" or "lymph" nine years ago. What has he to show for it? So far as we have been able to discover, the main

exhibit is a long list of death certificates. When conducting his "Tubercular Sanitarium" at Findlay, Ohio, Duket issued a prospectus containing a description of the "sanitarium" and a farrago of pseudoscientific nonsense about the "cure." The booklet also gave what purported to be reports of cases of tuberculosis in patients who were successfully treated by his "exclusive" method. Of the fifteen case-reports, in only three were actual names furnished. The remaining twelve were identified by initials and addresses. Of these twelve, four were Toledo patients, and it is manifestly impossible to obtain data regarding individuals who are known only by initials and who live, or did live, in a city of nearly 200,000 population. This left eight cases of patients, identifiable only by initials, and living in small towns, whom Duket claimed to have cured with his "lymph." Inquiries were addressed to physicians in these towns asking for such information as they could give us regarding the cases. We have received replies from four of them.

Here it should be said that the three cases described in Duket's booklet in which the full names and addresses were given are those of Henry Buske of Toledo, Herman Buske of Adrian, Mich., and Bessie Gartz of Toledo. The two Buskes are brothers and are both living; Miss Gartz, also, is living. These three seem to be Duket's forlorn hope in his present exploitation. Miss Gartz admits that she and the two Buskes were present at a consultation held in Adrian, Mich., a little while ago at which a representative of the Bennett Medical College was among those present. In the reports that follow, it should be noted that Henry Buske seems to have drummed up a good deal of "trade" for Duket at the time he was in Findlay.

PUBLISHED REPORTS—AND THE FACTS

Now for the reports on those cases, that we have been able to trace, described in the Duket booklet published in March, 1911.

What the booklet said: "Mrs. B. McC————, Circleville, Ohio. Admitted on Sept. 24, 1910. Weight 90 pounds. The disease had reached the stage of suppuration, or third stage. Left on Dec. 3, 1910. Weight 97 pounds. Feeling good."

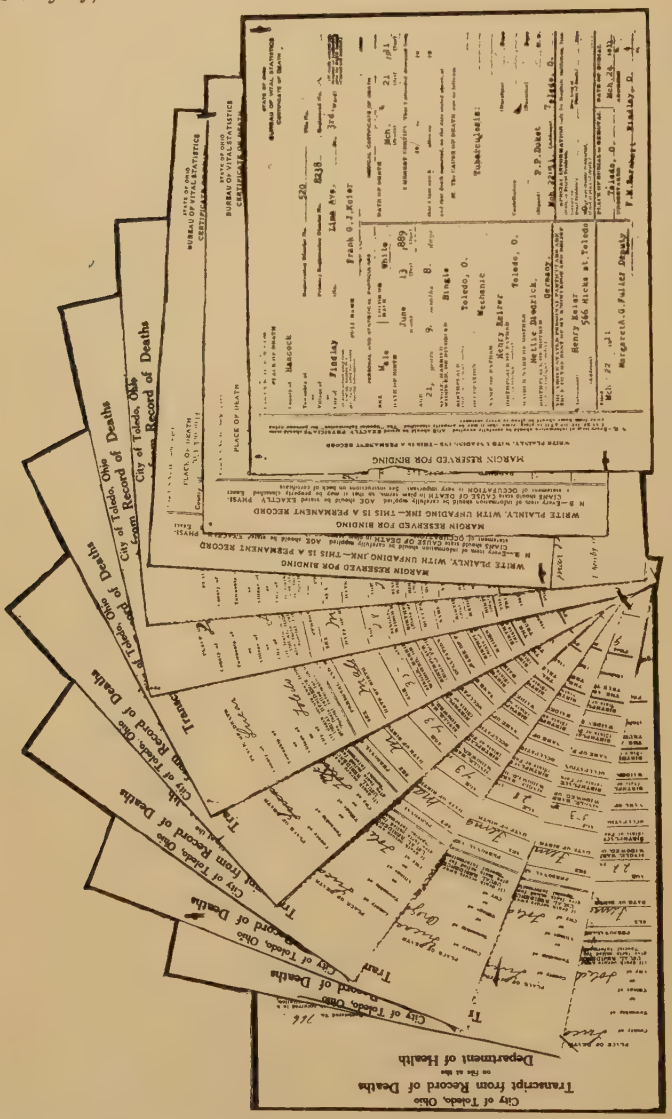
What we found: Mrs. B. McC——, Circleville, Ohio, although reported to have left Duket's "sanitarium" in December, 1910, "feeling good," went back there in March, 1911. Her daughter states that she "never was any better any time while under this treatment." She died July, 1911, of pulmonary tuberculosis.

What the booklet said: "Mrs. F. McG————, Upper Sandusky, Ohio. Admitted on Oct. 26, 1910. Weight 95½ pounds. Left on Jan. 14, 1911. Weight 105½ pounds. The disease had reached the third stage and well advanced. The patient is now in good health."

What we found: Mrs. F. McG—— went to a reputable physician in Upper Sandusky a few weeks after her return—"in good health"—from Duket's "sanitarium." The physician reports that he "found her in very advanced pulmonary tuberculosis with some involvement of the digestive tract." This diagnosis was substantiated by a bacteriologic examination made at the Hygienic Laboratories of the Ohio State Board of Health. Mrs. McG—— then went to another physician, who advised an operation, to which she submitted. She died a few days after the operation. The physician who first examined her after her return from the Duket place says: "I am satisfied she would have died of tuberculosis in three months at most from the time I first saw her."

What the booklet said: "Mrs. C. L————, Arlington, Ohio. Admitted on Nov. 1, 1910. Weight 110 pounds. Left on Jan. 20, 1911. Weight 120¼ pounds. The disease had reached the third stage. The patient is now feeling well."

What we found: Mrs. C. L—— was not benefited by the Duket treatment. Our informant writes: "The lady was up and able to do part of her work before treatment, which she was never able to *thereafter.*" Mrs. L—— died of tuberculosis in July, 1912.


City of Toledo, Ohio
Transcript from Record of Deaths
Department of Health
MARGIN RESERVED FOR BINDING
WRITE PLAINLY. WITH UNFADING INK—THIS IS A PERMANENT RECORD

What Duket has to show for his "cure"! A list of death-certificates of some of the victims. Some of the certificates here reproduced are of individuals that Duket claimed to have cured and whose cases he advertised to decoy other consumptives into taking his "antiseptic lymph."

What the booklet said: "Mrs. C. F. K————, McComb, Ohio. Admitted on Nov. 12, 1910. Weight 94½ pounds. Left on Jan. 22, 1911. Weight 108 pounds. The disease had reached the third stage. The patient is now feeling well."

What we found: Mrs. C. F. K—— died of pulmonary tuberculosis in April, 1911, three months after leaving the Duket place, "feeling well."

SOME MORE CURES

These are all the reports we have obtained up to date regarding the cases described in the Duket booklet. We have, however, been able to obtain reports of other cases of which Duket — with more shrewdness than frankness — makes no record in his booklet. We have signed statements for the matter we are about to give and also have certified copies of the death certificates of the individuals whose cases are described. To shield the relatives of the unfortunate victims from an unenviable publicity, we give merely the initials of the persons involved:

Mr. S. C——. First taken sick in 1911. Went to Findlay in the fall, where he took three treatments, staying about two months. Duket said to have promised to cure him in three treatments, but the patient returned unimproved. Died July, 1912.

Mr. A. K——'s mother states that her son first went to the Ohio state sanatorium for tuberculosis, where he remained under treatment until June, 1910. Came home much improved. Later he went to Duket's "sanitarium," where he received three injections. The "treatment" cost $210. Duket is quoted to have said that three treatments would cure him. After giving the treatments Duket is said to have told the patient he was cured and could go hime. He died January, 1913.

Mr. F. J. K——'s mother states that her son first heard of Duket in January, 1911, from an acquaintance of Henry Buske. Duket and Buske called to see him and Duket is said to have promised a cure after three treatments. Treatments cost $195. Had the last treatment in March, 1911; died two weeks later.

Mr. W. L——'s wife said that her husband heard of Duket through a man who worked with Henry Buske. Went to Duket's "sanitarium" in June, 1910, and stayed six weeks. Received four or five injections. Returned home weaker than before going away. Died November, 1910.

Mr. G. S. C——'s father stated that his son was persuaded to go to Findlay by the man who was financing Duket's "sanitarium." Was told that if he would take three injections three weeks apart he would be able to return home cured. Was to pay $25 for each treatment and $15 a week for board. Went to the Duket "sanitarium" in July, 1910. Was given four injections. Death occurred in September, 1910. Duket is said to have collected for the fourth treatment after threatening suit.

Miss W. W——, according to her mother, heard of the Duket treatment through a relative of Henry Buske. Buske sent Duket to call. Duket is said to have claimed he could cure Miss W——— in four treatments. She went to Findlay in January, 1911, and had three treatments, paid $25 for each treatment and $15 a week in advance for room. After six weeks Duket advised her to return home, which she did in March, 1911. Four weeks later she died. Her mother states that her daughter "had not coughed or raised sputum" until after beginning the Duket treatment.

Miss M. S. C——, who is still living, states that she heard of Duket through Henry Buske and that Duket promised the first treatment would relieve her cough and that two more treatments would make a definite cure. Duket wanted to give a fourth treatment, but she would not permit it. When giving the second treatment, Duket failed to locate a vein and had to make two incisions. Miss C——— has four large scars as a result of the "treatment." She states that she never had any hemorrhages, that the treatment did not modify the cough and that she lost weight while at the "sanitarium." She also states that Duket had only one nurse at any one time at the "sanitarium" and that this

nurse also had to do the cooking. When Miss C——— refused the fourth treatment, Duket told her she would not live three months. This was three years ago. Miss C——— is still living.

Such, then, are the records of some of the Duket cases of which we have learned. To give in brief the results of our investigations, the following list is printed. Unquestionably it could be greatly enlarged if a more extended search were made but, as it is, it should be sufficient to demonstrate the absolute worthlessness of the "cure" and the utter unreliability of the man exploiting it. These cases are not selected.

PATIENT	ADDRESS	CONDITION
1. Miss M. S. C.	Toledo, Ohio	Alive
2. Mr. S. C.	Toledo, Ohio	Dead
3. Mr. A. K.	Toledo, Ohio	Dead
4. Mr. F. K. K.	Toledo, Ohio	Dead
5. Mr. W. L.	Toledo, Ohio	Dead
6. Mr. G. C. S.	Toledo, Ohio	Dead
7. Miss W. W.	Toledo, Ohio	Dead
8. Miss B. G.	Toledo, Ohio	Alive
9. Mrs. E. O'H.	Findlay, Ohio	Dead
10. Mrs. A. M. E.	Lucas County, Ohio	Dead
11. Mrs. S. E. U.	Toledo, Ohio	Dead
12. Mr. O. B.	Toledo, Ohio	Dead
13. Mr. H. B.	Toledo, Ohio	Alive
14. Mr. H. B.	Adrian, Mich.	Alive
15. Mrs. B. McC.	Circleville, Ohio	Dead
16. Mrs. F. McG.	Upper Sandusky, Ohio	Dead
17. Mrs. C. L.	Arlington, Ohio	Dead
18. Mrs. C. F. K.	McComb, Ohio	Dead

A SECRET "CURE"

What is the Duket "cure"? We do not know. The medical profession does not know. Secrecy is quackery's handmaid. To the public there is something mysterious in a medical treatment put forward under exaggerated claims and whose composition no one but the exploiter knows.

In investigating the Duket cure, THE JOURNAL'S representative was told that while operating the Findlay concern, Duket bought his drugs from Niles, Mich., and that it was thought that he was using a widely advertised "consumption cure" known as the Hyer-Baldwin preparation. While this product does not seem to have a fixed composition, it has been said to consist of:

Guaiacol carbonate	12.5 per cent.
Salicylic acid	37.5 per cent.
Glycerin	50 per cent.

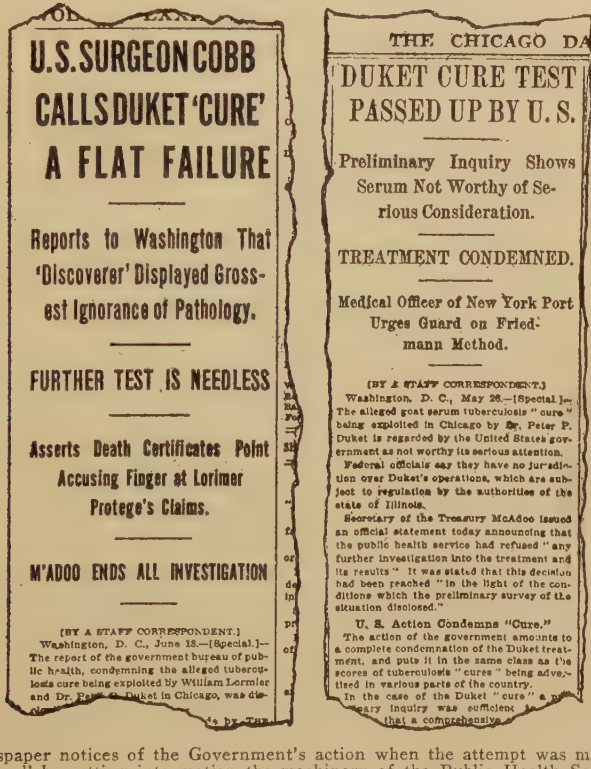
This mixture, according to its exploiters, is to be injected intravenously. Whether Duket's "cure" is the same as the Hyer-Baldwin "cure" we do not know, but there is a striking similarity in the claims made for, and the method of exploiting, the two preparations.

THE ATTEMPT TO INVOKE GOVERNMENT AID

One more point must be referred to before closing. As we said in the previous article, the United States Public Health Service has been called on to make an investigation of Duket's "cure." Through whose influence this was accomplished we do not know, although the newspapers of the country ascribe it to Mr. Lorimer. It is an outrageous state of affairs when the machinery of a scientific department of the United States government can be set in motion for no other purpose than that of advertising a secret nostrum exploited by a man of no scientific standing and of unsavory professional reputation. Duket's cure has no more claim to serious consideration on the part of the United States Public Health Service than had Yonkerman's Tuberculozyne, Hill's Consumption

Cure, Tuberclecide, Nature's Creation, Lung Germine, Oxidaze, Eckman's Alterative or any other of the scores of "consumption cures" with which the country is flooded. This much is certain: If the report of the Public Health Service is an unfavorable one, then it should not only be given the utmost publicity but should be couched in such terms as to deal a smashing rebuke to those who have seen fit to utilize the government as an advertising asset. If this is done, consumption-cure fakers may, in the future, hesitate to follow Duket's course.

In the meantime, Duket, by carefully selecting his cases so that the "treatment" is given only to those who in the ordinary course of events may be expected to live for four or five years at least, will have accomplished what he



U.S. SURGEON COBB CALLS DUKET 'CURE' A FLAT FAILURE

Reports to Washington That 'Discoverer' Displayed Grossest Ignorance of Pathology.

FURTHER TEST IS NEEDLESS

Asserts Death Certificates Point Accusing Finger at Lorimer Protege's Claims.

M'ADOO ENDS ALL INVESTIGATION

[BY A STAFF CORRESPONDENT.]
Washington, D. C., June 18.—[Special.]—The report of the government bureau of public health, condemning the alleged tuberculosis cure being exploited by William Lorimer and Dr. Peter P. Duket in Chicago, was di-

THE CHICAGO DA

DUKET CURE TEST PASSED UP BY U. S.

Preliminary Inquiry Shows Serum Not Worthy of Serious Consideration.

TREATMENT CONDEMNED.

Medical Officer of New York Port Urges Guard on Friedmann Method.

[BY A STAFF CORRESPONDENT.]
Washington, D. C., May 26.—[Special.]—The alleged goat serum tuberculosis "cure" being exploited in Chicago by Dr. Peter P. Duket is regarded by the United States government as not worthy its serious attention.

Federal officials say they have no jurisdiction over Duket's operations, which are subject to regulation by the authorities of the state of Illinois.

Secretary of the Treasury McAdoo issued an official statement today announcing that the public health service had refused "any further investigation into the treatment and its results." It was stated that this decision had been reached "in the light of the conditions which the preliminary survey of the situation disclosed."

U. S. Action Condemns "Cure."

The action of the government amounts to a complete condemnation of the Duket treatment, and puts it in the same class as the scores of tuberculosis "cures" being advertised in various parts of the country.

In the case of the Duket "cure" a p... eary inquiry was sufficient ... that a comprehensive

Some newspaper notices of the Government's action when the attempt was made to dignify the Duket "cure" by setting into motion the machinery of the Public Health Service.

seeks, and the medical college which is standing sponsor for him will have obtained much free advertising. And the unhappy consumptive is all this time paying the bill in blasted hopes — a refinement of cruelty that is a disgrace to a civilized community.—(*From The Journal A. M. A., May 24, 1913.*)

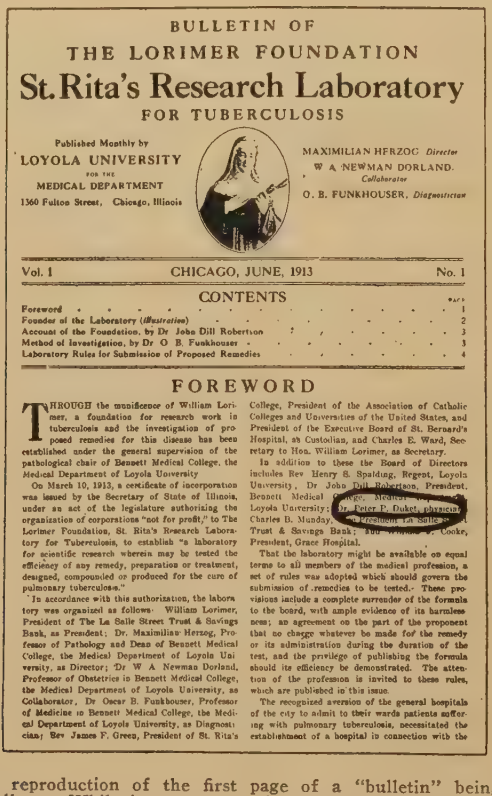
ARTICLE III

A Letter from Bennett Medical College and Comments Thereon

To the Editor:—In an editorial in the May 24 issue of THE JOURNAL, page 1646, entitled "The Duket 'Consumption Cure,'" you ask the question: "What can have led the Bennett Medical College to lend recognition to a humbug so

palpable?" I think this question should be answered, and therefore I am sending this letter with the hope that you may see fit to publish it in THE JOURNAL so that others that read your article may have our answer.

In the first place, the only scientific journal that has spoken of this remedy, the investigation of which is now being conducted by some of the members of our faculty, as a "cure" has been your organ. The evidence submitted to the faculty of our college by the Hon. William Lorimer was of such a nature as to lead us to assist him in organizing a scientific laboratory in charge of scientific men. Briefly it was this:



BULLETIN OF
THE LORIMER FOUNDATION
St. Rita's Research Laboratory
FOR TUBERCULOSIS

Published Monthly by
LOYOLA UNIVERSITY
FOR THE
MEDICAL DEPARTMENT
1360 Fulton Street, Chicago, Illinois

MAXIMILIAN HERZOG *Director*
W. A. NEWMAN DORLAND. *Collaborator*
O. B. FUNKHOUSER. *Diagnostician*

Vol. 1 CHICAGO, JUNE, 1913 No. 1

CONTENTS

Page
Foreword 1
Founder of the Laboratory (*Illustration*) 2
Account of the Foundation, by Dr John Dill Robertson 3
Method of Investigation, by Dr O B Funkhouser 3
Laboratory Rules for Submission of Proposed Remedies 4

FOREWORD

THROUGH the munificence of William Lorimer, a foundation for research work in tuberculosis and the investigation of proposed remedies for this disease has been established under the general supervision of the pathological chair of Bennett Medical College, the Medical Department of Loyola University.

On March 10, 1913, a certificate of incorporation was issued by the Secretary of State of Illinois, under an act of the legislature authorizing the organization of corporations "not for profit," to The Lorimer Foundation, St. Rita's Research Laboratory for Tuberculosis, to establish "a laboratory for scientific research wherein may be tested the efficiency of any remedy, preparation or treatment, designed, compounded or produced for the cure of pulmonary tuberculosis."

In accordance with this authorization, the laboratory was organized as follows: William Lorimer, President of The La Salle Street Trust & Savings Bank, as President; Dr. Maximilian Herzog, Professor of Pathology and Dean of Bennett Medical College, the Medical Department of Loyola University, as Director; Dr W A Newman Dorland, Professor of Obstetrics in Bennett Medical College, the Medical Department of Loyola University, as Collaborator, Dr Oscar B. Funkhouser, Professor of Medicine in Bennett Medical College, the Medical Department of Loyola University, as Diagnostician; Rev James F. Green, President of St. Rita's College, President of the Association of Catholic Colleges and Universities of the United States, and President of the Executive Board of St. Bernard's Hospital, as Custodian, and Charles E. Ward, Secretary to Hon. William Lorimer, as Secretary.

In addition to these the Board of Directors includes Rev Henry S. Spalding, Regent, Loyola University, Dr John Dill Robertson, President, Bennett Medical College, Medical Director of Loyola University; Dr Peter P. Duket, physician, Charles B. Mundy, [illegible] Trust & Savings Bank; [illegible] Cooke, President, Grace Hospital.

That the laboratory might be available on equal terms to all members of the medical profession, a set of rules was adopted which should govern the submission of remedies to be tested. These provisions include a complete surrender of the formula to the board, with ample evidence of its harmlessness; an agreement on the part of the proponent that no charge whatever be made for the remedy or its administration during the duration of the test, and the privilege of publishing the formula should its efficiency be demonstrated. The attention of the profession is invited to these rules, which are published in this issue.

The recognized aversion of the general hospitals of the city to admit to their wards patients suffering with pulmonary tuberculosis, necessitated the establishment of a hospital in connection with the

Greatly reduced reproduction of the first page of a "bulletin" being sent out by the Bennett Medical College. While it purports to describe the "Research Laboratory" it really amounts to an advertisement of the Duket "cure." This "bulletin" is apparently being sent to every physician in the United States and is another example of the "unsought publicity" for which the "laboratory board" is famous.

Senator Lorimer stated that nineteen tuberculosis patients had been treated by this alleged remedy and that fourteen of them had been so benefited that they had been able to return to their usual occupations, one improved and four died. When these cases were investigated by us, we found that his statements were true, but, of course, did not know whether tuberculosis had been properly diagnosed in them or not. The object of this investigation is for the purpose of determining the merits or demerits of these claims, and not one of our laboratory board has either announced nor as yet endorsed this alleged remedy as a "cure."

One and all we have stated frankly that we are getting in a position of scientifically determining whether or not it has any merit. It is not being "foisted as a cure."

It, as far as the St. Rita's Laboratory is concerned, is a problem which we are still at work on. Every scientific man knows that the answer cannot be given until sufficient time has elapsed so that the patients that are treated may, by their condition, prove or disprove Dr. Duket's claims that he has a remedy which is valuable in the treatment of tuberculosis. Your journal has devoted space to writing up the man. The St. Rita's Laboratory is devoting its energies in scientifically determining the merits of the alleged remedy. If THE JOURNAL of the American Medical Association desires to criticise our scientific methods in the conducting of this investigation, that will be your privilege; but to raise the question, as you have, about our motives or judgment in trying to prove or disprove the merits of any remedy, no difference by whom brought out, is absolutely unfair. The St. Rita's Laboratory Board is not investigating Dr. Duket. His remedy, however, is on trial. Its composition is no secret to us, and Dr. Duket has nothing to do with its preparation. It is prepared by the custodian of our board, and, if our investigation proves it is of any value, it will be given to the medical world. On the other hand, if it is found to be useless in the treatment of tuberculosis, the fact will also be given to the profession.

CHICAGO EXAMINER

PRIEST TELLS OF 12 CURED WITH DUKET'S SERUM

Public Test of Chicagoan's Discovery Opens at Bennett Medical College To-Day.

DR. PETER P. DUKET, tests of whose "cure" for consumption will be begun to-day at the Bennett Medical College under the patronage of several wealthy Chicagoans

Some more "publicity" that we are asked to believe was "not sought." The article is reproduced only in part.

This laboratory board has not sought publicity, but on account of the prominence of Mr. Lorimer some publicity has been unavoidable, but in every case no statement other than that written above has been given out by any one connected with us. The daily press has from time to time published excerpts from THE JOURNAL of the American Medical Association containing attacks on Dr. Duket. For this publicity we certainly cannot be held responsible. You may criticize us if you please for trying out a remedy. You may criticize Senator Lorimer for spending a large amount of money for this investigation, but I desire to assure you that we and he have no other object in this matter than to help find something of benefit for the tuberculous patient. Let me assure you that we are not "exploiting a cure." During the last ten weeks over one hundred patients have been treated with this remedy at the Grace Hospital, Chicago, and if you desire to gain first-hand knowledge, the door is open to you. Any investigation that will not stand scientific scrutiny from any scientific source is unworthy, and when several hundred tuberculous patients have been treated at Grace Hospital during next year and when a record of each one of these cases has been written, and when the records have

been given one by one to the profession, then your opinion and my opinion as to the merits or demerits of this remedy will be unnecessary, for the records of the cases will tell the story.

As you well know, all medical progress has not been made by the well-known scientists, and "ages long have told and will yet tell the triumphs wrought unending by men and things once held as naught." THE JOURNAL should be helping either completely eliminate it or establish its efficacy. The waters should not be muddied by attacks while we are just beginning the investigation. The proof of the pudding is the eating thereof. Why not wait for the proof?

CHICAGO DAILY JOURN

SCORES SEEK DR. DUKET CURE

Telephone at Medical College, Where Phthisis Tests Are Made, Rings Continuously

DR. PETER P. DUKET, Chicago physician, who believes he has discovered a tuberculosis cure, at work in his laboratory, and Rev C. J. Ford, who declares treatment has cured him of the "white plague."

Dr. Peter P Duket.

1913 FIVE O'CLOCK—ONE CE

Give Names of 4 Cured in New Phthisis Test

Dr. Peter P. Duket, for the test of whose antituberculosis serum former Senator William Lorimer has founded a laboratory, photographed in a clinic. The nurse is Miss D. E. Truby

Ex-Senator Lorimer Declares Dr. Ducket's Patients Apparently Recovered

Some newspaper interviews with Mr. Lorimer, Duket, et al. Also some posed pictures of Duket in the "laboratory." Unsought publicity, indeed!

Let there not be that "refinement of cruelty" which says to the tuberculous patient: "There is no hope other than fresh air, fresh eggs and fresh milk for your malady," but let us add to these efficient agencies a strong hope that some day some one will find a remedy, and that the one way to prove the virtues of any remedy is to try and keep trying. Let us as medical men work out this

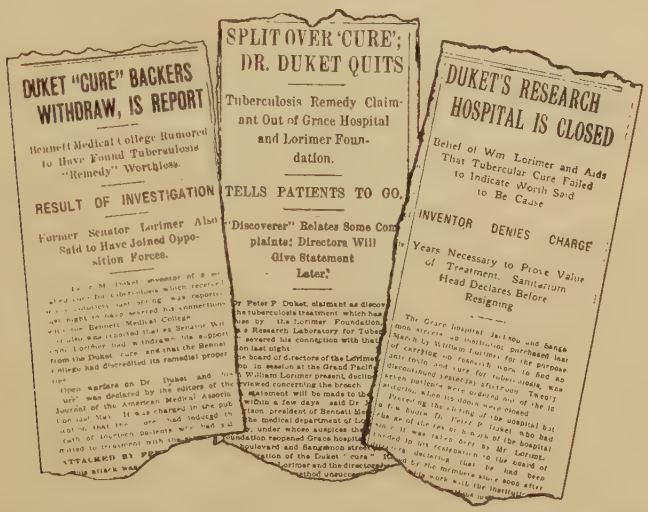
great problem scientifically, carefully and conscientiously and do unto others as we would have others do unto us, and not condemn without investigation any remedy, or unheard, any medical man.

JOHN DILL ROBERTSON, President.

P. S.: If you desire to publish this article in THE JOURNAL I respectfully request that the entire article be published, and if this cannot be done that no abstract of it be published.

J. D. R.

[COMMENT: If this answer is the best that can be given to THE JOURNAL'S question: "What can have led the Bennett Medical College to lend recognition to a humbug so palpable as the Duket cure?" we believe most of THE JOURNAL'S readers will agree that it is a lame one. Dr. Robertson says that Bennett Medical College took up the "investigation" of Duket's preparation on Mr. Lorimer's assertion that nineteen patients with—alleged—tuberculosis had received the



DUKET "CURE" BACKERS WITHDRAW, IS REPORT

Bennett Medical College Rumored to Have Found Tuberculosis "Remedy" Worthless.

RESULT OF INVESTIGATION

Former Senator Lorimer Also Said to Have Joined Opposition Forces.

SPLIT OVER 'CURE'; DR. DUKET QUITS

Tuberculosis Remedy Claimant Out of Grace Hospital and Lorimer Foundation.

TELLS PATIENTS TO GO.

"Discoverer" Relates Some Complaints; Directors Will Give Statement Later.

DUKET'S RESEARCH HOSPITAL IS CLOSED

Belief of Wm Lorimer and Aids That Tubercular Cure Failed to Indicate Worth Said to Be Cause

INVENTOR DENIES CHARGE

Years Necessary to Prove Value of Treatment, Sanitarium Head Declares Before Resigning

The newspaper items here reproduced in part appeared in Chicago papers November 4, 1913. Notice the date! They tell their own story.

"treatment," that fourteen of these patients had been so benefited that they were able to return to work, that one had "improved" and that four had died. On Dr. Robertson's own admission, Bennett Medical College did not know whether or not any of these nineteen patients ever had tuberculosis. On such flimsy evidence—plus the persuasiveness of Mr. Lorimer's money—the college threw its influence behind this "cure" and gave it a standing it otherwise never could have had. Doubtless this action has resulted in giving the college an amount of publicity that may or may not have been desired; we venture to assert, however, that the advertising is not such as will enhance its standing in the scientific world.

It took neither a long time nor any great expenditure of energy for THE JOURNAL to find that first, Duket had no professional standing; second, he had little or no scientific training; third, even those patients who had been heralded in the Duket booklet as "cured cases" were, in many instances, dead; fourth, a

number of other patients, whose cases had not been advertised but who had been "treated," also were dead. With an expenditure of a tithe of the money that Mr. Lorimer must have spent, Bennett Medical College could have proved without the possibility of a doubt the absolute and unqualified worthlessness of the Duket remedy. If it had done this quietly, unostentatiously, with no publicity that would have awakened false hopes in the minds of thousands of unfortunate sufferers from tuberculosis, the college would have done a work, which, while lending itself less to advertising purposes, would have been of distinct service to humanity.

The statement that THE JOURNAL "has devoted space to writing up the man," is false. The fact is that THE JOURNAL has carefully avoided any discussion of Duket as a man, although it has in its possession plenty of material on this subject. Whatever has been said about Duket has had reference to his professional status, a point that is not only germane to the subject but indissolubly wrapped up in it.

The assertion that the "laboratory board" has not "sought publicity" would be funny if the matter were not so serious. Newspapers have heralded this new "cure" and Chicago papers in particular have printed alleged interviews with Mr. Lorimer, Dr. Duket, Father Green and others. Pictures of Duket himself, in various poses, both in and out of the laboratory, have also appeared in Chicago papers. Letters have been sent by Mr. Lorimer to the governors of states urging that representatives be sent to watch the "cure." In fact, the publicity, which we are told was "not sought," would have cost a king's ransom had it appeared as paid advertising matter.

Dr. Robertson says that THE JOURNAL should help Bennett Medical College "prove or disprove the value of this alleged cure." THE JOURNAL has done so. It has presented evidence that makes plain not only the worthlessness of the alleged "cure" but also its methods of exploitation—and the evidence is so overwhelming that no intelligent layman, much less a scientifically trained physician, could fail to accept it.

There is no "refinement of cruelty" in telling the consumptive that fresh air, good food and skilful care will cure him. But it is damnable cruelty to send broadcast over the country statements that will lead, and have led, hundreds, if not thousands, of these unfortunate sufferers to believe that a worthless remedy holds for them the hope of life. And when a supposedly reputable medical college aids and abets this cruel illusion, it is time that the medical profession protested, not for its own good name, but in the interest of a cruelly deluded public.—ED.]—(*Modified from The Journal A. M. A., July 5, 1913.*)

ARTICLE IV

The Duket Cure "Blows Up"

About a year ago, THE JOURNAL gave its readers the results of an investigation of a widely heralded "cure" for consumption put out by one Peter P. Duket, M.D. THE JOURNAL showed, as will be remembered, that Duket was a man of no scientific standing and of unsavory professional reputation; it showed that in eighteen cases investigated, the past record of Duket's "cure" gave a mortality of about 80 per cent.; it showed that the publicity and the professional recognition then being given Duket's "cure" were utterly unwarranted.

The only answer forthcoming to these criticisms was that THE JOURNAL'S articles were an "attack" on Duket personally. Meanwhile, Mr. Lorimer's money

was being freely spent to give added publicity to this worthless "cure." A mailing-list was compiled—said to contain some 140,000 names—and bulletins were sent out at stated intervals advertising the "cure" far and wide. This went on for some months, and then a news item appeared in the Chicago papers announcing, unofficially, that the "investigation" of the Duket cure had demonstrated its worthlessness. These items appeared Nov. 4, 1913. So far as THE JOURNAL has been able to learn, however, the 140,000 persons who received the bulletins advertising the "cure" have never been sent the final report, showing its worthlessness.

After waiting some weeks, THE JOURNAL wrote asking when the public would be notified of the results of the investigation. No definite reply was given on this point, but some time later a copy of the "report" on the "cure" was received for publication. This "report" was returned with the suggestion that it be given to the country through the same avenues of publicity that had been used in cruelly raising the hopes of the consumptives. It was again asked whether the facts were going to be given the public. No reply was forthcoming.

In view of this, it becomes the unpleasant duty of THE JOURNAL to give what publicity it can to the essential parts of the report by Duket's backers on the Duket "cure." The findings are really summed up in the following paragraph, taken from the report as submitted to THE JOURNAL. The capitalization is ours:

"It may at once be stated that the investigators and authors of this report have finally come to the conclusion that there are ABSOLUTELY NO MERITS IN THE DUKET TREATMENT of tuberculosis; that the method is VASTLY INFERIOR TO ANY OF THE APPROVED SYSTEMS of treating pulmonary tuberculosis and that their observations would indicate that the DUKET TREATMENT MAY SOMETIMES LEAD TO ALBUMINURIA."

Summed up, then, every contention made by THE JOURNAL regarding the worthlessness of Duket's "cure" has been proved! At an expenditure of thousands of dollars a self-evident fact has been verified—a fact that THE JOURNAL gave to the medical profession and the public a year earlier!

In discussing the possible composition of Duket's secret "cure," THE JOURNAL admitted its ignorance on this point, but stated that there was evidence which indicated that Duket was using a widely advertised consumption "cure" known as the Hyer-Baldwin preparation, consisting of carbonate of guaiacol, salicylic acid and glycerin. Here is what the report has to say regarding the composition of the nostrum:

"The chemicals used in the so-called Duket cure for tuberculosis are *carbonate of guaiacol, salicylic acid,* bicarbonate of soda, carbonate of potash and a small amount of nitric acid, all of which are dissolved in *glycerin.* This solution is diluted with distilled water and sometimes a trace of tincture of chlorid of iron is added." [Italics ours.—ED.]

What does it all mean? That a self-evident humbug has been seriously studied and gravely reported to be worthless; that, after exhaustive research costing thousands of dollars, scientific men solemnly affirm that the moon is not, and probably never was, made of green cheese!

But the expenditure of money and brains on a quest of this sort, while a woeful economic waste, could be overlooked if that were the only thing involved. In reality, this is the smallest part of it. The most expensive element in this widely advertised piece of miscalled research was paid for, not in money, but in blasted hopes and shattered desires of a myriad of unhappy consumptives.—(*Modified from The Journal A. M. A., April 25, 1914.*)

ARTICLE V

The Duket Consumption Cure Is Offered Las Vegas—and Declined

Peter P. Duket is at it again: this time at Las Vegas, New Mexico. As our readers remember, Duket first exploited his "cure" for tuberculosis in Findlay,

Ohio. Failing there, he attempted to establish a similar business in Colorado, and doubtless would have done so had not the Board of Medical Examiners of that state protected its citizens against him. Then Duket came to Illinois, obtained a license and interested Bennett Medical College, and through it, William Lorimer, ex-Senator and ex-banker.

THE JOURNAL investigated and exposed Duket's "cure" in the early months of 1913. After spending thousands of dollars of Mr. Lorimer's money, Bennett Medical College admitted, months later, that scientific investigation of Duket's cure demonstrated its worthlessness. These findings apparently were never given the wide publicity that had been given the Duket cure itself. On April 25, 1914, THE JOURNAL gave its readers the findings of the Bennett Medical College investigators.

The Las Vegas papers for Sept. 30, 1914, contain a news item to the effect that an open meeting of the citizens was going to be held that evening to consider a proposition made by Dr. Peter P. Duket to the Board of Directors of the Commercial Club of Las Vegas. To quote:

"According to the statement made by the doctor to the directors, he expects to erect a two-hundred-room sanitarium here in which he will treat patients with a specific cure for tuberculosis which he has discovered."

Duket was not at all modest in his requests on Las Vegas for, according to published reports, he suggested that he be given one of the most valuable pieces of real estate in the city and that the improvements on the lot be deeded to him with the land.

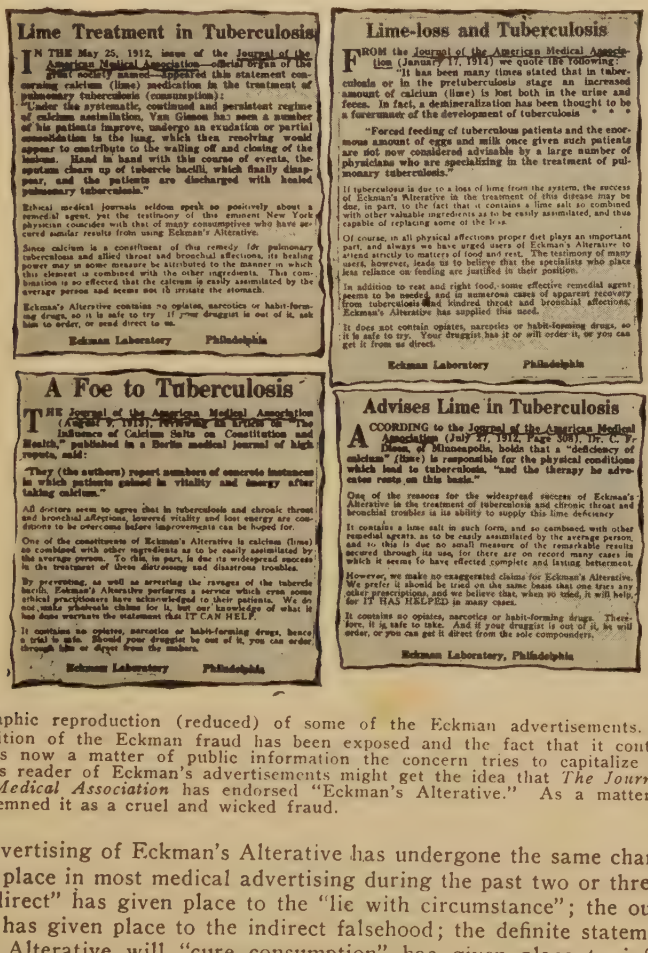
The special meeting called to consider the matter was held. Duket was present and gave the audience a glowing description of the advantage to Las Vegas of having a sanatorium operated by him for the purpose of giving his marvelous cure. After Duket had said his little piece one of the Las Vegas physicians asked to be heard. He stated that he had lived in Las Vegas all his life and appreciated the advantages of that city as a suitable place for the erection of a sanatorium and that he was more than willing to do all in his power to aid the founding of any worthy institution of this sort. He suggested, however, that a sanatorium was more than merely a well-equipped building in a favorable climate. Its success and the good it might do the community must depend largely on the controlling spirit behind it. At this point, the doctor proceeded to read the record of Duket and his "cure" from the various issues of THE JOURNAL of the American Medical Association. After this, a layman told the meeting that he was one of Duket's alleged cures. He went on to say that the Duket treatment had done him no good and he told the audience of seven or eight patients whom he knew Duket had treated without benefit, three of them in fact being dead. Following these verbal bomb-shells, the chairman did not even take the trouble to put a motion that had been made, and Dr. Duket and his "cure" were given no further consideration. The Las Vegas papers state that following his failure to sell Las Vegas a "gold brick," he left for Silver City, N. M., at which place "he will endeavor to interest the people in the sanatorium proposition."

Duket is quoted as having said when he first reached the city: "The Las Vegas climate is ideal for the treatment of tuberculosis." It is, but the Las Vegas climate is evidently an unhealthy one for "consumption cure" fakers.—(*Modified from The Journal A. M. A., Oct. 10, 1914.*)

ECKMAN'S ALTERATIVE

Eckman's Alterative was exposed in THE JOURNAL, April 27, 1912. At that time an analysis of the preparation made in the Association's laboratory was

published showing that it consisted, essentially, of alcohol, calcium chlorid and cloves. The Eckman concern is now running a series of advertisements, in which the impression is given that the medical profession, through THE JOURNAL and other medical publications, has endorsed Eckman's Alterative. The advertisements consist largely of quotations regarding the use of calcium (lime) in tuberculosis. By inference the reader is led to believe that wherever the use of calcium in the treatment of tuberculosis has been suggested by physicians, Eckman's Alterative has been endorsed. Nothing, of course, could be further from the truth.



Lime Treatment in Tuberculosis

IN THE May 25, 1912, issue of the Journal of the American Medical Association—official organ of the great society named—appeared this statement concerning calcium (lime) medication in the treatment of pulmonary tuberculosis (consumption):

"Under the systematic, continued and persistent regime of calcium assimilation, Van Gimson has seen a number of his patients improve, undergo an exudation or partial consolidation in the lung, which then resolving would appear to contribute to the walling off and closing of the lesions. Hand in hand with this course of events, the sputum clears up of tubercle bacilli, which finally disappear, and the patients are discharged with healed pulmonary tuberculosis."

Ethical medical journals seldom speak so positively about a remedial agent, yet the testimony of this eminent New York physician coincides with that of many consumptives who have secured similar results from using Eckman's Alterative.

Since calcium is a constituent of this remedy for pulmonary tuberculosis and allied throat and bronchial affections, its healing power may in some measure be attributed to the manner in which this element is combined with the other ingredients. This combination is so effected that the calcium is easily assimilated by the average person and seems not to irritate the stomach.

Eckman's Alterative contains no opiates, narcotics or habit-forming drugs, so it is safe to try. If your druggist is out of it, ask him to order, or send direct to us.

Eckman Laboratory Philadelphia

Lime-loss and Tuberculosis

FROM the Journal of the American Medical Association (January 17, 1914) we quote the following:

"It has been many times stated that in tuberculosis or in the pretuberculous stage an increased amount of calcium (lime) is lost both in the urine and feces. In fact, a demineralization has been thought to be a forerunner of the development of tuberculosis * * *

"Forced feeding of tuberculous patients and the enormous amount of eggs and milk once given such patients are not now considered advisable by a large number of physicians who are specializing in the treatment of pulmonary tuberculosis."

If tuberculosis is due to a loss of lime from the system, the success of Eckman's Alterative in the treatment of this disease may be due, in part, to the fact that it contains a lime salt so combined with other valuable ingredients as to be easily assimilated, and thus capable of replacing some of the loss.

Of course, in all physical affections proper diet plays an important part, and always we have urged users of Eckman's Alterative to attend strictly to matters of food and rest. The testimony of many users, however, leads us to believe that the specialists who place less reliance on feeding are justified in their position.

In addition to rest and right food, some effective remedial agent seems to be needed, and in numerous cases of apparent recovery from tuberculosis and kindred throat and bronchial affections, Eckman's Alterative has supplied this need.

It does not contain opiates, narcotics or habit-forming drugs, so it is safe to try. Your druggist has it or will order it, or you can get it from us direct.

Eckman Laboratory Philadelphia

A Foe to Tuberculosis

THE Journal of the American Medical Association (August 5, 1911), referring to Trudeau on "The Influence of Calcium Salts on Constitution and Health," published in a Berlin medical journal of high repute, said:

"They (the authors) report numbers of concrete instances in which patients gained in vitality and energy after taking calcium."

All doctors seem to agree that in tuberculosis and chronic throat and bronchial affections, lowered vitality and lost energy are conditions to be overcome before improvements can be hoped for.

One of the constituents of Eckman's Alterative is calcium (lime) so combined with other ingredients as to be easily assimilated by the average person. To this, in part, is due its widespread success in the treatment of these distressing and disastrous troubles.

By preventing, as well as arresting the ravages of the tubercle bacilli, Eckman's Alterative performs a service which even some ethical practitioners have acknowledged to their patients. We do not make wholesale claims for it, but our knowledge of what it has done warrants the statement that IT CAN HELP.

It contains no opiates, narcotics or habit-forming drugs, hence a trial is safe. Should your druggist be out of it, you can order through him or direct from the makers.

Eckman Laboratory Philadelphia

Advises Lime in Tuberculosis

ACCORDING to the Journal of the American Medical Association (July 27, 1912, Page 308), Dr. C. F. Dixon, of Minneapolis, holds that a "deficiency of calcium" (lime) is responsible for the physical conditions which lead to tuberculosis, "and the therapy he advocates rests on this basis."

One of the reasons for the widespread success of Eckman's Alterative in the treatment of tuberculosis and chronic throat and bronchial troubles is its ability to supply this lime deficiency.

It contains a lime salt in such form, and so combined, with other remedial agents, as to be easily assimilated by the average person, and to this is due no small measure of the remarkable results secured through its use, for there are on record many cases in which it seems to have effected complete and lasting betterment.

However, we make no exaggerated claims for Eckman's Alterative. We prefer it should be tried on the same basis that one tries any other prescriptions, and we believe that, when so tried, it will help, for IT HAS HELPED in many cases.

It contains no opiates, narcotics or habit-forming drugs. Therefore, it is safe to take. And if your druggist is out of it, he will order, or you can get it direct from the sole compounders.

Eckman Laboratory, Philadelphia

Photographic reproduction (reduced) of some of the Eckman advertisements. Because the composition of the Eckman fraud has been exposed and the fact that it contains lime (calcium) is now a matter of public information the concern tries to capitalize this fact. The careless reader of Eckman's advertisements might get the idea that *The Journal of the American Medical Association* has endorsed "Eckman's Alterative." As a matter of fact, it has condemned it as a cruel and wicked fraud.

The advertising of Eckman's Alterative has undergone the same change that has taken place in most medical advertising during the past two or three years. The "lie direct" has given place to the "lie with circumstance"; the outspoken falsehood has given place to the indirect falsehood; the definite statement that Eckman's Alterative will "cure consumption" has given place to inferential claims that mean the same thing; the word "consumption" has in many instances been eliminated from the advertising "copy," but other words have been substituted, which to the sufferer from consumption, mean exactly the same. Actually, the advertisements today are more dangerous than they were when their very outspoken falsity repelled a certain portion of the thinking public.

The various articles from this and other medical journals which the Eckman concern quote inferentially as references in favor of their nostrum have in fact nothing whatever to do in the remotest way with Eckman's Alterative. That calcium may have some value in the treatment of tuberculosis may be admitted. There are several drugs that may be given in selected cases of tuberculosis with some benefit, provided always that they are prescribed in accordance with the needs of the individual patient and provided further that the patient is warned at the time that the drugs are merely an incident. And here lies one of the strongest objections to all drugs sold as cures for consumption. The real treatment of pulmonary tuberculosis consists in painstaking and conscientious attention to the hygienic and dietetic rules laid down for the individual case. Every physician who has treated cases of consumption and every visiting nurse who comes in contact with such cases knows that the hardest task in the treatment of this disease is to make the patient realize that drugs hold out no hope for cure but that reliance must be placed on other measures.

The average person believes, unfortunately, that any disease can be cured by taking something out of a bottle—if only one knows just what to take. On this fallacy is built up the vast superstructure of fraud in the exploitation of consumption cures and cancer cures. It is not always pleasant or easy for the consumptive to so change his method of living as to stand some chance of recovering. It is so easy, comparatively, to buy a bottle of medicine and take the stuff three or four times a day in the belief that it will cure the disease. Here lies the great danger in the use of every consumption cure, whether it is sold as a consumption cure or as a "remedy" for "serious lung trouble," to quote from one of the later advertisements put out by the Eckman concern.

In addition to the advertisements appearing in newspapers, the Eckman Manufacturing Company publishes the full series of advertisements in booklet form and emphasizes that "these advertisements are appearing in the Philadelphia North American and other leading newspapers through the United States." The Philadelphia *North American* is untrue to its high ideals when it accepts advertising contracts from the Eckman consumption cure.

Summed up, the case against Eckman's Alterative is this:

1. It is sold as a curative for consumption; it will not cure consumption.

2. It is sold under the claim that it contains no "narcotics or habit-forming drugs." Alcohol is both narcotic and habit-forming.

3. Its purchase means the use of money that frequently can be ill afforded and which should go into wholesome food and rational treatment.

4. Its use means that the consumptive is led to rely on a perfectly useless nostrum and to neglect the very thing which offers him the only hope.

5. To claim that, because lime is sometimes used in the treatment of tuberculosis, therefore a preparation containing lime is a cure for consumption, is as illogical as it is cruel.—(*Modified from The Journal A. M. A., Nov. 7, 1914.*)

"The Lie with Circumstance"

It is an axiom that false and misleading advertisements are the life-blood of the "patent medicine" business. Before the public was as well informed on the "patent medicine" hoax as it now is, bald, blatant lies characterized nostrum advertising. As the public became more critical and as certain legal restrictions, state and federal, began to be operative, a change came over the "patent medicine" advertising "copy." The "lie direct" gave place to the "lie with circumstance," and today we find in this class of advertising lying by inference developed to a fine art. "Eckman's Alterative" is one of the few "consumption cures" that are sold, not on the mail-order plan, but through drug-stores and, presumably, because certain druggists are sharing in the blood money wrung from con-

sumptives, this wretched nostrum has had thrown over it a cloak of quasi-respectability. Our readers have been shown how, in advertising this preparation the exploiters have quoted from THE JOURNAL on the subject of the use of calcium in tuberculosis. The advertisements are so designed that the average lay reader is likely to get the impression that THE JOURNAL has endorsed "Eckman's Alterative." One of the latest advertisements put out by the concern is headed in large type, "Dr. Osler on Tuberculosis." This, too, will convey the idea that Osler may endorse the use of "Eckman's Alterative." How this style of advertisement appeals to decent advertising men is pretty well expressed in a recent number of *Printer's Ink*, a journal devoted to the art of advertising. To quote in part:

"'Dr. Osler on Tuberculosis,' is the headline of an advertisement that probably does quote exactly what Dr. Osler had to say about one phase of pulmonary disease. By careful wording, the inference is built up that the preparation advertised meets a condition named by the eminent physician in connection with the treatment of tuberculosis. Actually, the advertisement does not set up the claim that the patent remedy is a positive cure for tuberculosis, but its indirect claims are probably more appealing to victims of the Great White Plague than a bold, direct claim would be. The continuance of that kind of copy indicates that the ever-hopeful consumptives send on their dollars. . . . If there is anything more cruel and outrageous than consumption-cure advertising, the Schoolmaster has yet to hear of it. If the bald facts were not before us, it would be hard to believe that any publisher or advertising man would want to pay for his cigars or his golf privileges with dollars wrung from that source. How long, O Lord, how long?"

The opinion here expressed we believe to be the attitude of the modern, conscientious advertiser. If it is, the outlook for the public is as bright as the prospect for the fraudulent "patent medicine" business is dark.—(*Modified from The Journal A. M. A., Jan. 8, 1916.*)

Attempting to Cripple the Food and Drugs Act

The federal Food and Drugs Act was passed in 1906. By one of its most important provisions a drug product may be declared misbranded, "the package or label of which shall bear any statement . . . which shall be false or misleading in any particular." In due time, the interests affected attacked this portion of the law. A "cancer cure" quack who had been sued by the government contended that the law did not apply to claims for the curative effects of medicine but only to claims regarding composition and source of origin. The quack argued, in other words, that when Congress said "false or misleading in *any* particular" it really meant "false or misleading in *certain* particulars." When the case reached the Supreme Court of the United States the quack's contentions were upheld—in a divided opinion. So badly crippled was the Food and Drugs Act by the decision of the Supreme Court that the President sent a message to Congress urging an amendment to the law so that it might be restored to its previous efficiency. In this message the President said:

"I fear that if no remedial legislation be granted at this session the good which has already been accomplished in regard to these nostrums will be undone, and the people of the country will be deprived of a powerful safeguard against dangerous fraud."

As a result of this message the Sherley amendment was passed. This amendment declares that a drug shall be deemed misbranded:

". . . if its package or label shall bear or contain any statement, design or device regarding the curative or therapeutic effect of such article, or any of the ingredients or substances therein, which is false and fraudulent."

While the amendment did not give to the law the strength that might have been given, it gave the public some measure of protection against those who would swindle the sick. Naturally, the amendment was—and is—viewed with disfavor by the "patent medicine" fraternity, and it was bound to be only a matter

of time before the exploiter of some fraudulent nostrum should attack the validity of the amendment. This has finally been done. As the original law was attacked by a "cancer cure" faker so the amendment is now being fought by a "consumption cure" promoter.

"Eckman's Alterative," a "consumption cure," was "discovered" by a "horse doctor." It was examined in the Association's laboratory and a report published in THE JOURNAL. This, in effect, declared the stuff to consist, essentially, of alcohol and calcium chlorid, flavored with cloves. Later the federal authorities made a seizure of this nostrum, declaring it misbranded because, among other things, it claimed to be a cure for consumption, "whereas in truth and in fact, said article of drugs would not cure tuberculosis or consumption." The company was found guilty and a decree of condemnation and forfeiture was entered. The concern thereupon carried up the matter on a writ of error and it is now before the Supreme Court of the United States.

The Eckman concern raises a number of technical points in its attempt to justify the business in which it is engaged. These are described in a recent issue of the *Oil, Paint and Drug Reporter*. One is said to be based on the fact that the claim made that Eckman's Alterative will "cure" consumption appeared, not on the label attached to the bottle, but on the circular around the bottle. It is contended that as the contents of this circular did not become known to the puchaser until the package had been purchased by him and had left the realm of interstate commerce and entered that of domestic commerce, Congress could have no control over the wording of the circular. By far the most important point raised, however, is that attacking the constitutionality of the Sherley amendment. In its writ of error the company is said to allege that the Pure Food Law is unconstitutional, "in that it undertakes to regulate statements regarding the curative and therapeutic effect of the articles, which said statements are mere opinions which cannot be regulated by an act of Congress." Continuing further in this strain, the Eckman Company is quoted as saying:

". . . we want to call in question the power of Congress to prevent a person from making statements or claims concerning the virtue of drugs, whether modest or extravagant, and we say that an owner, when advertising his drugs, has a right to exploit them and advance opinions concerning the curative properties thereof, notwithstanding the fact that such opinions may be objected to by others, and that he may make claims as to the result which will follow the use of his drugs which to some may appear unreasonable, because, in doing so, he is only doing that which the law gives him the right to do."

Moreover, this firm, engaged in selling an alleged cure for consumption, is said to declare:

". . . whether or not a person should be prosecuted for an offense or his property condemned, back of the prosecution or back of the condemnation, must be an offense or crime defined by law, not merely an offense that is to be determined by the state of public opinion or of scientific opinion."

The company apparently ignores the fact that the law has already made lying on the label an offense and that such a law was passed because public opinion has been aroused to the way in which the poisoners of the public health have, in the past, plied their wretched trade. The argument that the curative properties of drugs are matters of opinion and, therefore, not subject to legislation was splendidly met by Justice Hughes of the United States Supreme Court, one of the three members of the court who dissented from the opinion that made the Sherley amendment necessary. Said Justice Hughes:

"Granting the wide domain of opinion and allowing the broadest range to the conflict of medical views, there still remains a field in which statements as to curative properties are downright falsehoods and in no sense expressions of judgment."

This opinion must surely be held by all right-thinking persons who have given the subject any consideration.—(*Modified from The Journal A. M. A., Nov. 20, 1915.*)

The Sherley Amendment Is Constitutional

A few weeks ago THE JOURNAL described the attempt on the part of the exploiters of "Eckman's Alterative," to cripple the Food and Drugs Act by attacking the constitutionality of the Sherley Amendment. This amendment declares that a drug product shall be deemed misbranded if false and fraudulent therapeutic claims are made for it. The Eckman concern, which was charged with making false and fraudulent curative claims, carried the matter up to the Supreme Court of the United States attacking the constitutionality of the Sherley Amendment. On Jan. 10, 1916, Justice Hughes delivered an opinion for the court, every member of the Supreme Court having agreed to it. "We find no ground," Justice Hughes is reported as stating, "for saying that Congress may not condemn interstate transportation of swindling preparations accompanied by false and fraudulent statements, as well as lottery tickets." The decision is one that means much to the health and safety of the public and will have the unqualified approval of all except the "patent medicine" fakers and their satellites.—(*Modified from The Journal A. M. A., Jan. 15, 1916.*)

HOFF'S CONSUMPTION CURE

Hoff's Consumption Cure was sold by Maurice C. Schlesinger, who does business under the firm name of Bendinger & Schlesinger, New York. The following claims were made for the stuff, either in or on the package in which it was sold:

"Prof. Hoff's Cure for Consumption."
"A positive remedy from the recipe of the author."
"Were the lungs alone affected, Professor Hoff's Consumption Cure could be relied on without the assistance of anything else to rid the system entirely of the consumption germs. But the kidneys, the stomach, the liver and the entire digestive tract are all weakened by Consumption, and are most likely to require at least a tonic treatment in order that the Professor Hoff Consumption Cure may take hold and do its work."

When analyzed by the government chemists, this nostrum was found to contain:

Morphin	Potassium
Cinnamic acid	Arsenic

The stuff was declared misbranded, first, in that it was not a "cure" for consumption or a "positive remedy"; second, that the presence of morphin was not declared; and third, in that it was not true that this drug would rid the system entirely of the germs of consumption, even if a tonic treatment were applied in conjunction therewith. With the "cure" was a pasteboard box containing another nostrum labeled "Superlatone." This was the tonic supposed to be used in connection with the "consumption cure." According to the label, Superlatone contained iron. Analysis by the government chemists, however, proved this claim to be false, and Superlatone was, therefore, declared misbranded.

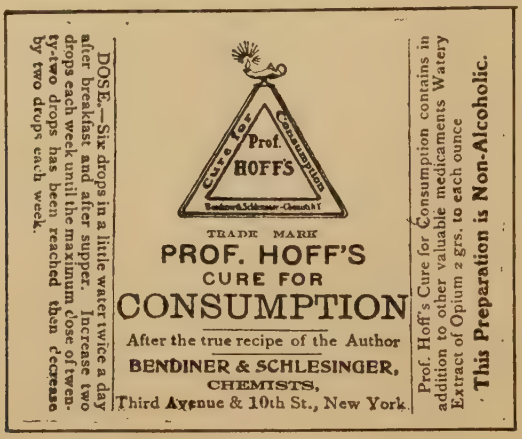
A third bottle came with the consumption cure, this being labeled "Adjunct Cough Mixture Used in Conjunction with Prof. Hoff's Cure for Consumption." When analyzed, this cough mixture was found to contain:

Alcohol	Codein	Chloroform

As the presence of alcohol was not declared on the label, this preparation also was declared misbranded.

Bottle No. 4 that came with the cure was labeled "Concentrated Appolozer's Mixture." While analysis demonstrated that this preparation contained nearly 8 (7.88) per cent. of alcohol, the label declared the presence of only 2.5 per cent. Misbranding was therefore alleged in this case also.

Package No. 5 in the "cure" was labeled "Kodal Tablets." These tablets were found to contain codein. Since there was nothing on the label to indicate the presence of this drug, this preparation, too, was declared misbranded. Schlesinger pleaded guilty to the government's charge, and the court imposed a fine of $25.—[*Notice of Judgment No. 1551; issued Aug. 3, 1912.*]


DOSE.—Six drops in a little water twice a day after breakfast and after supper. Increase two drops each week until the maximum dose of twenty-two drops has been reached then decrease by two drops each week.
Cure for Consumption
Prof. HOFF'S
TRADE MARK
PROF. HOFF'S
CURE FOR
CONSUMPTION
After the true recipe of the Author
BENDINER & SCHLESINGER,
CHEMISTS,
Third Avenue & 10th St., New York.
Prof. Hoff's Cure for Consumption contains in addition to other valuable medicaments Watery Extract of Opium 2 grs. to each ounce
This Preparation is Non-Alcoholic.

Prof. Hoff's Prescription.—A preparation, originally known as "Hoffs Consumption Cure," marketed by Bendiner and Schlesinger, New York. Sold for the treatment of consumption, asthma, bronchitis, hay fever and "catarrh." Government charged that the curative, therapeutic and physiologic effects claimed for the nostrum were false and fraudulent. No claimant appeared for the property and the court ordered that the United States marshal should destroy it.—[*Notice of Judgment No. 4268; issued June 13, 1916.*]

INTERNATIONAL INSTITUTE FOR THE TREATMENT OF TUBERCULOSIS

The "International Institute for the Treatment of Tuberculosis" was a Chicago concern founded in 1908 and conceived and operated by one Orlando E. Miller. Miller had, at various times, been a grocer, lawyer, newspaper editor, proprietor of a "rupture cure," president of a "dope" sanatorium and exploiter of a "sand cure" for dyspepsia. In his "consumption cure" scheme he had one W. B. Forsythe as business manager and vice president of the "institute." THE JOURNAL of the American Medical Association investigated the "institute," proved that over 80 per cent. of its victims died under treatment and in general turned the search-light on the scheme. The matter appears in "Nostrums and Quackery" (1912). After the exposé the public heard nothing more of Miller for over two years. Then, in May, 1911, an article appeared in a New York paper stating that Miller had attempted to introduce his "consumption cure" in a hospital of that city. This attempt was defeated, due to the fact that the heads of the hospital board were familiar with Miller's record. In

April, 1912, a London magazine published a special article exposing the details of Miller's operations in England. In October, 1914, Miller was sentenced to prison in London after being convicted of having caused the death of a woman by administering a drug while she was a patient in his alleged sanatorium. In 1920 Miller was back in America as the "Affirmative Apostle of Intense Individuality!" lecturing on "Applied Psychology."

LOWER'S GERMEN PRESCRIPTION

Marion, Ohio, has the unenviable distinction of being the home of one of the latest attempts to capitalize the credulity and the hopefulness of the consumptive. This is Lower's Germen Prescription, prepared by Lower's Pharmacy. The nostrum is said to be the "discovery" of C. A. Lower, one of the proprietors of the Lower Pharmacy, who emphasizes the fact in the newspaper advertisements that he is a "chemist." While as a pharmacist Lower disgraces an honorable profession, he utilizes the knowledge there learned to avoid technical violation of the federal Food and Drugs Act in putting out his nostrum. The "pure food law" effectually prevents lying on the labels, but unfortunately its operations do not extend to the newspaper advertisements. Lower allows full play to his mendacity when describing his "consumption cure" in the newspapers. Of the many falsehoods told in describing this stuff we quote a few:

"The most Deadly Foe to the Great White Plague—TUBERCULOSIS—Science Has Yet Produced."
"Its record is perfect."
"Germen Prescription is a Permanent Cure."
"A Genuine Cure for Tuberculosis."
"Its Record of Cures of Tuberculosis is Higher Than Any Other Known Remedy."

These excerpts from newspaper advertisements, which the federal law does not control, make plain just how far Mr. Lower would go on the labels of his nostrum were they not subject to the healthy restraint of the federal law. Of course there are testimonials. The absolute worthlessness of such testimony is exceeded only by the ease with which it may be obtained, as has been demonstrated time and again. Usually THE JOURNAL waits for a year or two before publishing an article about a fraudulent consumption cure so that it may present to its readers the death certificates of the individuals whose testimonials have been used. As Germen Prescription has been on the market but a comparatively short time, the inevitable has not yet occurred in those cases of true tuberculosis in which patients are relying on Lower's fraudulent nostrum for their recovery.

According to Lower "it takes from 15 to 30 large bottles of Germen Prescription to remove the tuberculosis poison." The "large" bottles cost the unfortunate victim $2 each. This probably explains why Mr. Lower can carry full-page newspaper advertisements. A sealed original package of Lowers' Germen Prescription was obtained for analytical purposes and subjected to examination in the Association's laboratory. The label on the bottle, in addition to declaring the presence of 5 per cent. alcohol, gives what purports to be the composition of this nostrum in bastard Latin, thus:

"Herb Menthae peperitae.
"Herb Marrubium Vulgarae.
"Ex Balsanum Tolutonum.
"Herb Hydrastis Canadensis.
"Scillae Maratinia, Mentholis.
"Ex Virginianna Prunus.
"Ex Capsici Fastiagatum."

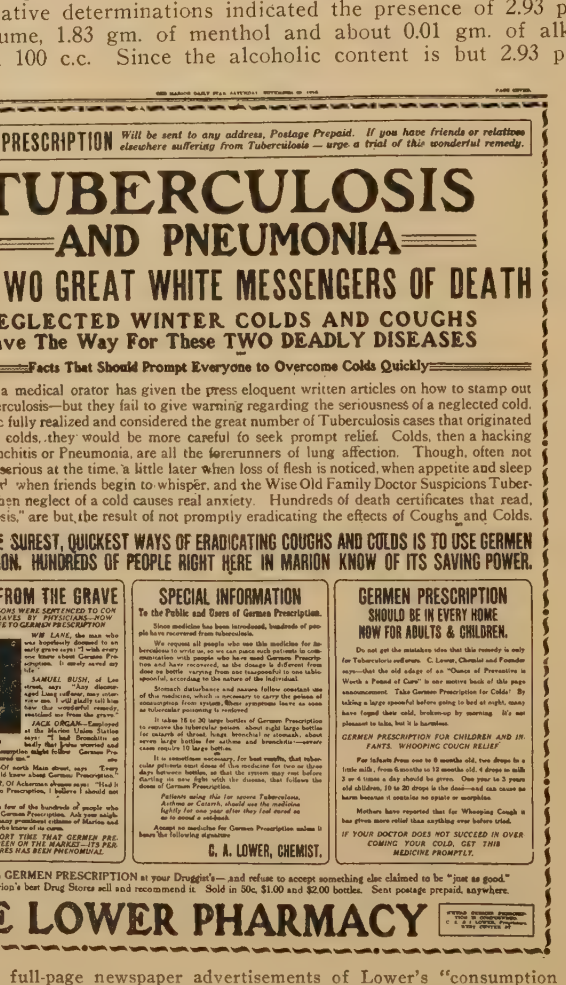
This formula reduced to English would read:

Peppermint.
Horehound.
Extract of Balsam of Tolu.
Golden Seal.
Squills.
Menthol.
Extract of wild cherry.
Cayenne pepper.

The quantities of the various constituents are not given, of course, except in the case of alcohol, which the Food and Drug Act requires. The Association's laboratory analyzed the preparation and reported:

LARORATORY REPORT

"Qualitative tests of Lower's Germen Prescription indicated the presence of sugar, menthols, capsicum and traces of alkaloids, probably hydrastin and berberin. Quantitative determinations indicated the presence of 2.93 per cent. of alcohol by volume, 1.83 gm. of menthol and about 0.01 gm. of alkaloidal substance in each 100 c.c. Since the alcoholic content is but 2.93 per cent.


GERMEN PRESCRIPTION *Will be sent to any address, Postage Prepaid. If you have friends or relatives elsewhere suffering from Tuberculosis — urge a trial of this wonderful remedy.*

TUBERCULOSIS
AND PNEUMONIA
THE TWO GREAT WHITE MESSENGERS OF DEATH
NEGLECTED WINTER COLDS AND COUGHS
Pave The Way For These TWO DEADLY DISEASES
Facts That Should Prompt Everyone to Overcome Colds Quickly

MANY a medical orator has given the press eloquent written articles on how to stamp out Tuberculosis—but they fail to give warning regarding the seriousness of a neglected cold. If the public fully realized and considered the great number of Tuberculosis cases that originated from slight colds, they would be more careful to seek prompt relief. Colds, then a hacking cough, Bronchitis or Pneumonia, are all the forerunners of lung affection. Though, often not considered serious at the time, a little later when loss of flesh is noticed, when appetite and sleep are impaired when friends begin to whisper, and the Wise Old Family Doctor Suspicions Tuberculosis — then neglect of a cold causes real anxiety. Hundreds of death certificates that read, "Tuberculosis," are but the result of not promptly eradicating the effects of Coughs and Colds.

ONE OF THE SUREST, QUICKEST WAYS OF ERADICATING COUGHS AND COLDS IS TO USE GERMEN PRESCRIPTION. HUNDREDS OF PEOPLE RIGHT HERE IN MARION KNOW OF ITS SAVING POWER.

ECHOES FROM THE GRAVE
THESE TWO PERSONS WERE SENTENCED TO CONSUMPTIVES' GRAVES BY PHYSICIANS—NOW ONE THEIR LIFE TO GERMEN PRESCRIPTION

WM. LANE, the man who was hopelessly doomed to an early grave says: "I wish every one knew about Germen Prescription. It surely saved my life."

SAMUEL BUSH, of Lee street, says: "Any discouraged Lung sufferer, may entertain me. I will gladly tell him how that wonderful remedy, restored me from the grave."

JACK ORGAN.—Employed at the Marion Union Station says: "I had Bronchitis so badly that I was worried and discouraged but consumption might follow. Germen Prescription promptly cured me."

MRS. HOOD—Of north Main street, says: "Every Marion woman should know about Germen Prescription."

E. O. SHAFFER, Of Ackerman avenue says: "Had it not been for Germen Prescription, I believe I should not now be alive."

These are but a few of the hundreds of people who personally vouch for Germen Prescription. Ask your neighbors, interview the many prominent citizens of Marion and surrounding towns, who know of its cures.

FOR THE SHORT TIME THAT GERMEN PRESCRIPTION HAS BEEN ON THE MARKET—ITS PERCENTAGES OF CURES HAS BEEN PHENOMINAL.

SPECIAL INFORMATION
To the Public and Users of Germen Prescription.

Since medicine has been introduced, hundreds of people have recovered from tuberculosis.

We request all people who use this medicine for tuberculosis to write us, so we can place such patients in communication with people who have used Germen Prescription and have recovered, as the dosage is different from dose on bottle varying from one teaspoonful to one tablespoonful, according to the nature of the individual.

Stomach disturbance and nausea follow constant use of this medicine, which is necessary to carry the poisons of consumption from system. When symptoms have as soon as tuberculor poisoning is restored.

It takes 15 to 20 large bottles of Germen Prescription to remove the tubercular poison about eight large bottles for catarrh of throat, lungs bronchial or stomach, about seven large bottles for asthma and bronchitis—severe cases require 10 large bottles.

It is sometimes necessary, for best results, that tubercular patients omit dose of this medicine for two or three days between bottles, as that the system may rest before starting its new fight with the disease, that follows the dose of Germen Prescription.

Patients using this for severe Tuberculosis, Asthma or Catarrh, should use the medicine lightly for one hour after they feel eased so as to avoid a setback.

Accept no medicine for Germen Prescription unless it bears the following signature

C. A. LOWER, CHEMIST.

GERMEN PRESCRIPTION
SHOULD BE IN EVERY HOME
NOW FOR ADULTS & CHILDREN.

Do not get the mistaken idea that this remedy is only for Tuberculosis sufferers. C. Lower, Chemist and Founder says—that the old adage of an "Ounce of Preventive is Worth a Pound of Cure" is one motive back of this page announcement. Take Germen Prescription for Colds! By taking a large spoonful before going to bed at night, many have fought their cold, broken-up by morning. It's not pleasant to take, but it is harmless.

GERMEN PRESCRIPTION FOR CHILDREN AND INFANTS. WHOOPING COUGH RELIEF

For infants from one to 6 months old, two drops in a little milk, from 6 months to 12 months old, 4 drops in milk 2 or 4 times a day should be given. One year to 3 years old children, 10 to 20 drops is the dose—and can cause no harm because it contains no opiate or morphine.

Mothers have reported that for Whooping Cough it has given more relief than anything ever before tried.

IF YOUR DOCTOR DOES NOT SUCCEED IN OVERCOMING YOUR COLD, GET THIS MEDICINE PROMPTLY.

Insist upon GERMEN PRESCRIPTION at your Druggist's — and refuse to accept something else claimed to be "just as good." All of Marion's best Drug Stores sell and recommend it. Sold in 50c, $1.00 and $2.00 bottles. Sent postage prepaid, anywhere.

THE LOWER PHARMACY

One of the many full-page newspaper advertisements of Lower's "consumption cure."

appreciable quantities of the balsam of tolu can not be present. Since the recognition of small amounts of horehound, squills and wild cherry in complex mixtures is very difficult no attempt was made to determine the presence of these substances other than by odor and taste. According to Herder (*Arch. Pharm.*, 1906 ccxliv, 120) and to Astolboni (*Bull. Chim. Farm.*, 1904, xliii, 117) the alkaloids of hydrastis are found only in the rhizome and roots of the plant. According to this the preparation should not contain any alkaloids from hydrastis

since the herb of this plant only is claimed to be present. The traces of alkaloid found appear to be a mixture of hydrastin and berberin, thus indicating that the rhizome and roots of hydrastin, rather than the herb, had probably been employed. Whether or not such drugs as horehound, balsam of tolu and wild cherry are present matters little since they are of so little therapeutic value. It is evident that whatever therapeutic value the preparation may possess is due largely to the menthol."

Evidently, therefore, this peppermint-horehound-cayenne pepper-menthol mixture has but one drug present in sufficient quantities to have any therapeutic effect—menthol. It hardly requires medical knowledge to recognize the falsity of the claim that this mixture will "cure" consumption. About the only effect that the continued use of Germen Prescription will have, is that of deranging the digestion of the person taking it. The ability of the consumptive to digest food is a necessity if he would successfully combat the inroads of the bacilli. Summed up, then, it may be said that Lower's Germen Prescription will shorten the life of every consumptive who depends on it for his recovery. The only beneficiaries of the sale of this worthless and harmful mixture are the Lower Pharmacy and those newspapers that are willing to advertise it. Of all tainted dollars few are quite so dirty as those wrung by deceit or ignorance from the unfortunate but everhopeful consumptive.—(*Modified from The Journal A. M. A., May 2, 1914.*)

PULMONOL

"Fifty thousand physicians and all standard text-books endorse every ingredient in Pulmonol." Yes, and a hundred thousand physicians and standard text-books endorse every ingredient in dishwater; soap is good, grease is good, water is good, each in its place; but neither physicians nor any one else recommend dishwater as a cure for consumption. Neither does any physician nor any layman, except he be a fool or a knave, recommend Pulmonol as a cure for consumption. Pulmonol is put on the market by the Pulmonal Chemical Company, New York City. The Pulmonol Chemical Company seems to be a trade name assumed by one Arthur Vincent Payne, M.D., who terms himself "medical director." Of the various claims made for this stuff, these are typical:

"It cleans out the lungs."
"Stops night sweats."
"Prevents hemorrhages."
"Strengthens the heart."
"Gives strength to resist disease."
"Cures the most stubborn coughs."

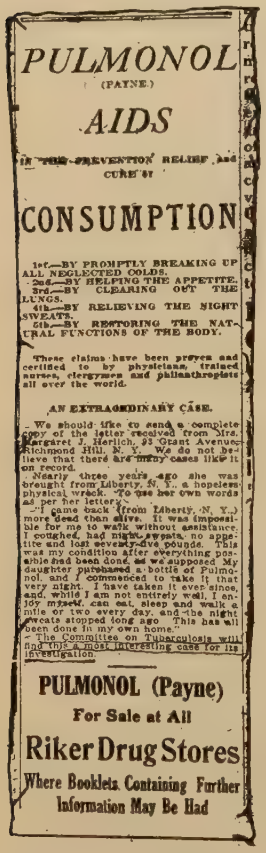
Like some other men in the consumption-cure business, A. V. Payne is shrewd enough to recommend, in his advertising matter, that those taking Pulmonol shall follow the rules laid down by reputable physicians for the treatment of tuberculosis; that, in addition to taking his nostrum, they shall live in the open air as much as possible, eat nourishing food and in other ways follow out the approved method of treating the disease. Such suggestions, coming from "patent medicine" exploiters, are worthless, as every physician knows. The one reason, above all others, that causes the consumptive to fly to the quack is his belief, born of ignorance and the optimism that characterizes the disease, that the medicine he buys will relieve him of the necessity of following the strict regimen laid down by his physician.

There is an inborn belief among the laity that there is a specific drug for every disease—if the medical profession were only wise enough to discover it. The quack, either inferentially or directly, assures the public that he *has* found the specific; and the public believes him! It is the universal experience of those who have had much to do with consumptives that dietetic and hygienic measures are disregarded in direct proportion to the amount of medicine the sufferer takes. Herein lies the viciousness of the consumption cure. A. V.

Payne may smugly "point with pride" to his "literature," in which he urges those who buy his nostrum to follow the rules laid down by scientific men in the treatment of tuberculosis, but such rules will not be followed, once the victim begins relying on Pulmonol.

SOME TESTIMONIALS INVESTIGATED

A few of the testimonials published by the Pulmonol Chemical Company have been investigated with the usual results. The testimonial-givers are, as always, divided into two classes; those who really had tuberculosis and those who did not have it. As we have said many times, it is useless to investigate fresh testimonials. Most of them are written in good faith and not until the cases have progressed further are the victims undeceived as to the efficacy of the nostrum. It is therefore necessary to wait a year or two before looking into testimonials of this class. We then find, invariably, that the consumptive who had relied on the nostrum is dead. This is what has been found in the case of Pulmonol testimonials. One testimonial published by the Pulmonol concern was featured as an "Extraordinary Case." "We do not believe that there are many cases like it on record," says the booklet, which, after giving the testimonial, suggests that "The Committee on Tuberculosis will find this a most interesting case for its investigation." It will! The poor woman whose case is described therein has been dead for some years, and the evidence shows that the Pulmonol Company continued to publish the testimonial not only after the death of the victim, but after that death had been specifically brought to the attention of A. V. Payne. A nice, ghoulish sort of business!


PULMONOL
(PAYNE)
AIDS
IN THE PREVENTION RELIEF and CURE OF
CONSUMPTION
1st—BY PROMPTLY BREAKING UP ALL NEGLECTED COLDS.
2nd—BY HELPING THE APPETITE.
3rd—BY CLEARING OUT THE LUNGS.
4th—BY RELIEVING THE NIGHT SWEATS.
5th—BY RESTORING THE NATURAL FUNCTIONS OF THE BODY.
These claims have been proven and certified to by physicians, trained nurses, clergymen and philanthropists all over the world.
AN EXTRAORDINARY CASE.
We should like to send a complete copy of the letter received from Mrs. Margaret J. Herlich, 89 Grant Avenue, Richmond Hill, N. Y. We do not believe that there are many cases like it on record.
Nearly three years ago she was brought from Liberty, N. Y., a hopeless physical wreck. To use her own words as per her letter:—
"I came back from Liberty, N. Y., more dead than alive. It was impossible for me to walk without assistance. I coughed, had night sweats, no appetite and lost seventy-five pounds. This was my condition after everything possible had been done, as we supposed. My daughter purchased a bottle of Pulmonol, and I commenced to take it that very night. I have taken it ever since, and, while I am not entirely well, I enjoy myself, can eat, sleep and walk a mile or two every day, and the night sweats stopped long ago. This has all been done in my own home."
The Committee on Tuberculosis will find this a most interesting case for its investigation.
PULMONOL (Payne)
For Sale at All
Riker Drug Stores
Where Booklets Containing Further Information May Be Had

Photographic reproduction (reduced) of a typical Pulmonol newspaper advertisement. The woman whose testimonial appears in this advertisement died of consumption months before the advertisement appeared!

Another testimonial, published under the heading, "Unbiased Physician Recommends Pulmonol," was that purporting to come from a Brooklyn physician, who is alleged to have recommended Pulmonol to a tuberculous patient who was so nearly dead "that the priest was called in and the last rites were administered." The man took Pulmonol, says the booklet, "and is still taking it. He is not entirely well, but well enough to be one of the happiest men in Brooklyn." Not so; the poor fellow may be happy, but he is not in Brooklyn. He went the way of all consumptives who have reached the last stages of the disease.

Here are some other cases: Mrs. F. A. C.——— testifies that she took seventeen bottles of Pulmonol "and was greatly benefited." This testimonial appears in a booklet entitled, "Fighting the White Plague, Consumption, with Pulmonol." The inference, naturally, is that Mrs. F. A. C.——— had been cured of consumption by the use of Pulmonol. The case was investigated and Mrs. C.——— was found to be a strong, robust woman whose case had never been diagnosed as tuberculosis, but who just "knows she had it" because she coughed a great deal! And on such testimony as this is this wretched nostrum sold to the consumptive.

In the same booklet Mrs. E. J. S—— says that her husband had "lung trouble." "He took six bottles of Pulmonol and it cured him." Here again we note that no direct statement is made that the man has been cured of tuberculosis; but the inference is there. Investigation shows that Mr. E. J. S———, who is living and well, never had tuberculosis.

Mr. L. E. F—— also gives a testimonial that, inferentially, gives the impression that Pulmonol has cured him of consumption. Our investigation, however, shows that such is not the case, for poor F——— was one of those who really had tuberculosis. He is now dead.

Mr. S——— is alleged to have testified that he was afflicted with tuberculosis and had "consulted the best physicians." He tried sanatorium treatment, but in spite of all continued to get worse. Finally he "bought a bottle of Pulmonol" and "took the medicine as a joke." As a result he alleges: "I am now relieved of all distressing symptoms and gaining in weight and strength daily—and attending to business." This case was investigated with some care and the physicians under whose treatment he claims to have been at the sanatorium were written to for a history of the case. We found that Mr. S——— died of tuberculosis some time ago.

The Pulmonol label.

A testimonial dated from a village of less than 1,300 population and alleged to have been written by a Mrs. A. O. B———, urges "every one suffering with consumption" to take Pulmonol as she had done. A physician who lives and practices in this village was written to regarding this case, the full name of the testimonial writer being given. He replied that, although he had lived in the place more than ten years, he had never heard of such a person.

Mrs. C. D. W———is another individual whose name is given in the testimonial list. On making inquiries, we discovered that Mrs. W——— did have tuberculosis and still has it. She is not taking Pulmonol at present. Her physician says, "Her health is somewhat better than it was a few years ago," and he adds: "I do not consider her improvement due to Pulmonol."

Mr. L. S———, the Pulmonol concern would have the public believe, was cured of tuberculosis by the use of its nostrum. We find, on looking into the matter, that Mr. S——— had tuberculosis some five years ago and that he went to the state sanatorium for treatment. He returned much better. His family physician writes us that he regards this "as an arrested case, produced by sanatorium treatment."

The same old story: the individuals that really suffered from consumption and relied on the "consumption cure" are dead. Every testimonial for a "consumption cure" that we have investigated—and they number hundreds—brings out the same facts: In those cases in which the individuals are still living, they either did not have consumption at all, or the arrest of the disease was due to scientific treatment and not to the nostrum for which they had testified.

WHAT IS PULMONOL?

Pulmonol has been analyzed in the Association's laboratory and, as is the case with most nostrums, has been found to contain drugs that have been used for years by reputable physicians. And yet the Pulmonol Chemical Company, has the effrontery to declare that Pulmonol is a prescription perfected by one who has "given his entire life to a study of tuberculosis and diseases of the lungs." Essentially, Pulmonol consists of a mixture of benzoate of soda, a guaiacol compound, with a dash of strychnin, dissolved in a mixture of glycerin and water. Here is the report of analysis:

LABORATORY REPORT

"Three original bottles of 'Pulmonol' (manufactured by the Pulmonol Chemical Company, New York) were received at the Association's laboratory and subjected to chemical analysis. The bottles contained a red, aqueous liquid, having a bitter taste and a faint odor of benzoic acid. Its specific gravity was 1.088.

"Qualitatively Pulmonol contained potassium, sodium, benzoate, sulphonate, glycerin, guaiacol (or cresol), strychnin and coloring matter. The red coloring matter responded to tests for the dye known as bordeaux. The guaiacol was present in a combined form and its characteristic odor became apparent only after boiling with strong sulphuric acid. The strychnin was probably present as the sulphate, as a very faint trace of sulphate was detected.

"Quantitatively the mixture closely corresponded to the following:

Potassium guaiacol sulphonate	5.7	per cent.
Sodium benzoate	2.1	per cent.
Strychnin sulphate	0.008	per cent.
Glycerin	11.6	per cent.
Water	77.7	per cent.
Difference	2.8	per cent.

"Each fluidounce of Pulmonol is equivalent to approximately 29 grains of potassium guaiacol sulphonate, 10 grains sodium benzoate and $\frac{1}{24}$ grain strychnin sulphate."

SUMMARY

It is the universal experience of visiting nurses and others who come in daily contact with consumptives that just as soon as the victim begins to rely on a widely advertised "cure," he immediately becomes careless of the safety of others and relaxes those efforts which are necessary if he hopes to overcome the disease. It is but human that such should be the case. The tendency is to follow the line of least resistance. If consumption can be cured by taking something out of a bottle four times a day, why should the sufferer subject himself to the minor inconvenience of the more or less strict regimen laid down by the physician? Of all mean businesses in the world, there are few, if any, more contemptible, more heartless or more economically vicious, than that carried on by the man who enriches himself at the expense of the life of the unfortunate consumptive. Of all tainted money, none is quite so dirty as the blood-toll collected by the "consumption cure" faker.—(*Modified from The Journal A. M. A., Nov. 29, 1913.*)

Misbranded.—A consignment of Pulmonol was shipped in March, 1914, by the Pulmonol Chemical Co., Brooklyn. Analysis showed the product to be essentially a glycerin-water solution of benzoate of soda, guaiacol sulphonate, and a little strychnin, colored with a coal-tar dye. Falsely and fraudulently represented as a cure for consumption. Fine, $25.—[*Notice of Judgment No. 5535; issued April 10, 1918.*]

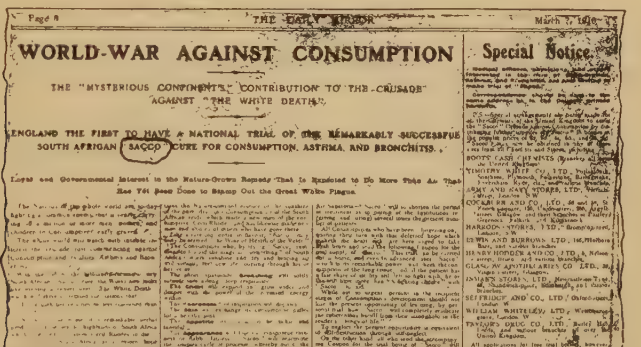
STEVENS CONSUMPTION CURE

THE JOURNAL has received the following letter from Dr. J. H. Holbrook, physician-in-charge of the Mountain Sanatorium for the treatment of pulmonary tuberculosis at Hamilton, Ont.:

"We are treating returned tuberculosis soldiers, who are receiving 'literature' from Chas. H. Stevens of 204-206 Worple Road, Wimbledon, London, S.W., and some of our men are being duped into sending their money to him for treatment.

"We have tried to warn them that they are wasting their money, but we have no definite information on the matter and if you can furnish us with any of the particulars, we would be greatly obliged in the interest of our patients. We have a booklet giving extracts from the medical evidence given in the consumption cure libel actions, by Stevens, against the British Medical Association, and know that there must be considerable information available."

Profitable quackery dies hard and quackery of the "consumption cure" type is peculiarly profitable. For years C. H. Stevens has been in that most disreputable of businesses—exploiting the consumptive. He was shown up by the



Page 8 THE DAILY MIRROR March 7, 1910.

WORLD-WAR AGAINST CONSUMPTION

THE "MYSTERIOUS CONTINENT'S" CONTRIBUTION TO THE CRUSADE AGAINST "THE WHITE DEATH."

ENGLAND THE FIRST TO HAVE A NATIONAL TRIAL OF THE REMARKABLY SUCCESSFUL SOUTH AFRICAN SACCO CURE FOR CONSUMPTION, ASTHMA, AND BRONCHITIS.

Large and Governmental Interest in the Nature-Grown Remedy That Is Rendered to Be More Than Ah That Roe Yet Done Done to Stamp Out the Great White Plague.

Special Notice.

CRUSADE AGAINST CONSUMPTION.

COUPON (Daily Mirror)

Greatly reduced facsimile of a portion of a large advertisement of "Sacco" in a London paper in 1910.

London Truth years ago, and brought suit for libel against that publication—without obtaining, however, any satisfaction. His nostrum has been exploited in South Africa, England and the United States. It was analyzed by the chemists for the British Medical Association, and the method of exploitation exposed in the British Medical Association's book, "Secret Remedies." This was in 1908. After waiting three years, Stevens sued the association. At the first hearing in 1912, the jury failed to agree; at the second hearing in 1914, the jury declared that the association's strictures were not libelous but fair comment. Stevens then appealed the case—and again lost.

The analysis made by the British chemists showed the stuff to contain no active drugs except alcohol, of which there was over 23 per cent., and glycerin, of which there was less than 2 per cent. The estimated cost of the ingredients of a bottle of Stevens "consumption cure" was 3 cents; it sold for $1.25. Stevens published what he termed a "formula" for his nostrum, thus:

"Its formula is 80 grains of Umckaloabo root and 13⅓ grains of Chijitse to every ounce, prepared according to British Pharmacopeia method."

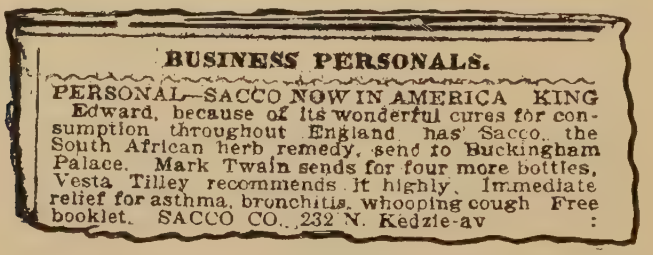
Making a pretense of frankness by glibly giving meaningless names evolved from a fertile imagination is a scheme as old and as unscrupulous as quackery itself. But the unknown may always be counted on to inspire awe and Stevens' crude deceit still seems to be a financial asset.

THE "WONDERFUL NATIVE HERB" HUMBUG

Nor was the "formula" the only piece of theatrical claptrap worked by Stevens. He claimed to have learned of "Umckaloabo" while in South Africa some years ago where he went because he had consumption. While in Basutoland he lived in a tent and partook of a decoction of a native root "Umckaloabo" —given him by a kafir! Needless to say, it cured him! The commercial possibilities of "Umckaloabo" appealing to Stevens he went to Capetown, South Africa, where he put the stuff on the market under the name of "Sacco"—"Stevens African Consumption Cure, Original"—doing business under the trade name of "Sacco, Limited." Capetown was a verdant field for Stevens made a large amount of money while there, and opened a branch office in London. At a time that he was clearing a net profit of $15,000 a year, he got into the courts and found it expedient to leave Capetown.

"SACCO" BECOMES "LUNGSAVA"

He then went to Johannesburg, where "Sacco" was rechristened "Lungsava," and was sold by Stevens under the imposing trade name "South African Institute of Medicine." While here he added to his nostrum another unheard-of herb,


BUSINESS PERSONALS.

PERSONAL—SACCO NOW IN AMERICA KING Edward, because of its wonderful cures for consumption throughout England has Sacco, the South African herb remedy, sent to Buckingham Palace. Mark Twain sends for four more bottles. Vesta Tilley recommends it highly. Immediate relief for asthma, bronchitis, whooping cough Free booklet. SACCO CO., 232 N. Kedzie-av

Facsimile (slightly enlarged) of an advertisement of "Sacco" that appeared in a Chicago newspaper in November, 1908. In spite of the fact that Vesta Tilley, King Edward and Mark Twain were all said to be greatly impressed with the marvel, "Sacco" failed to get a foothold in Chicago.

which he called "Chijitse." Johannesburg seems to have taken to the nostrum, but after being twice convicted of violating the laws governing medical practice, Stevens left South Africa and went to England, where he located in Wimbledon, a London suburb. Here he began pushing his stuff under the old name, "Sacco."

AN INTENTIONAL FRAUD

In 1910 while at Wimbledon, Stevens was sued by a widow for $50, the sum promised by Stevens in his advertisements, to any patient whom he did not cure of consumption. The plaintiff's husband relying on Stevens' nostrum, of course, died. In giving judgment for the payment of $50 to the widow the judge thus expressed his opinion of Stevens and his "cure":

> "I will now say what I think and what I had abstained from doing before. I think this is an intentional and well-considered fraud. It is a scandalous thing that poor people should be imposed upon and led to part with their money, and to hope that those dear to them would be cured, by those processes which were nothing but quack remedies, and had not the slightest value of any kind."

In spite of the judge's eminently just characterization of Stevens and his business, this quack had the effrontery to bring suit against the British Medical

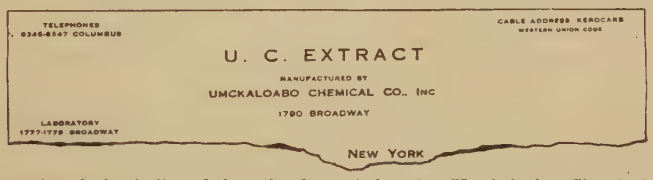
Association a year later—in 1911, with results that have already been mentioned. Stevens, in his appeal to the higher courts, after losing the case, attempted to make much of what he claimed was the personal nature of the attack on him by the British Medical Association. One of the judges of the appellate court, however, pointed out that a comment may be fair even though it contains a personal attack, this rule having been clearly stated by Lord Atkinson in the classic case of "*Dakhyl* v. *Labouchere*" (1908, 2 K.B., 329), which was carried to the House of Lords in 1908, where it was laid down that:

"A personal attack may form part of a fair comment upon given facts truthfully stated, if it be warranted by those facts."

The "Sacco Co.," London, of the original Capetown Sacco concern went into liquidation. Stevens has claimed that a man named Pickering bought the right to use Sacco from the liquidator, and that he (Stevens) no longer has any interest in the company of that name. Before leaving the "Sacco" stage of Stevens' multinamed nostrum it is worth while recalling that in 1908 an attempt was made to float this humbug in Chicago. Advertisements appeared in Chicago papers describing the alleged enthusiasm for Sacco exhibited by King Edward, Vesta Tilley and Mark Twain! The Chicago venture failed.

THE UMCKALOABO CHEMICAL COMPANY

Not long after Stevens lost his case against the British Medical Association, an item appeared in an Albany, N. Y., paper, regarding the incorporation of the "Umckaloabo Chemical Company" of New York City, capitalized at a quarter-



Greatly reduced facsimile of letterhead used by the Umckaloabo Chemical Company, which attempted to exploit Stevens' nostrum in the United States in 1915. This concern also seems to have fizzled.

million dollars, for the purpose of acquiring the "secret processes for manufacturing a remedy for tuberculosis and other diseases, discovered by Charles H. Stevens of London." The incorporators of this new company were given as Samuel S. Ryckman, Edward A. Sprong and Irene B. Russell, all of New York City. This was in October, 1914.

In September, 1915, newspaper advertisements appeared, asking for the names of those who were suffering from tuberculosis, so that "an absolute aid in curing tuberculosis" that had been introduced in the United States from London, might be brought to their attention. There was no name signed to the advertisements; neither was the name of the preparation given. Sufferers were urged to write to Room 3240, Woolworth Building, New York City. Some who answered the advertising received a typewritten letter from the Umckaloabo Chemical Co., of 1790 Broadway, New York, which was selling "U. C. Extract." With it was a testimonial, and a typical nostrum "analyst certificate," the letter signed by one J. P. Lord of London. This same "analyst" was referred to at some length at the trial of *Stevens* v. *British Medical Association*. It appears that Lord was an employee of Stevens; he received $7.50 (30 shillings) a week. Although Stevens attempted to "play up" the analysis in the trial, he did not, at the second trial, put the analyst on the stand. The following quotations from the evidence will help one to estimate the possible scientific standing of Analyst Lord. Stevens was being questioned:

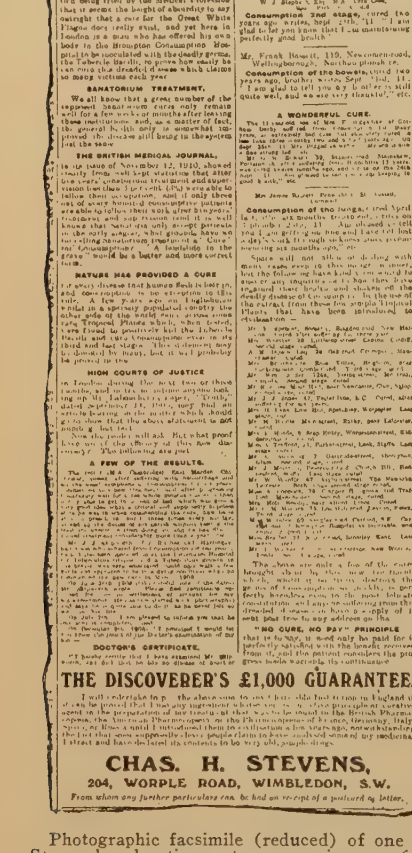
Question.—"Is he [J. P. Lord] alive?"

Answer.—"I do not know."

Question.—"Is he not in a Church Army Home and a dipsomaniac?"

Answer.—"I do not know."

A year later—July, 1916—the same analysis and the same lone testimonial were being sent out, together with a typewritten sheet giving the "History of the Discovery of Umckaloabo." This "history" referred to the "attacks" by London *Truth* and the *British Medical Journal,* and recorded the fact that, in refutation, Stevens had sued the British Medical Association. It failed to record, however, the outcome of the libel suit, leaving the impression that Stevens was the victor. The "history" explained further that the president of the Umckaloabo Company was "Samuel S. Ryckman, former Member of Parliament of the Dominion of Canada," who had secured the American rights to "Stevens' discovery," and that "wonderful results have been accomplished by reputable physicians of New York City, who are convinced that Umckaloabo Extract has produced specific action upon the lungs"!



THE CONSUMPTION CURE

One hears so much nowadays about the various methods for combating Consumption being tried by the Medical Profession that it seems the height of absurdity to say outright that a cure for the Great White Plague does really exist, and yet here in London is a man who has offered his own body to the Brompton Consumption Hospital to be inoculated with the deadly germs, the Tubercle Bacilli, to prove that he really has in him the dreaded disease which claims so many victims each year.

SANATORIUM TREATMENT.

We all know that a great number of the supposed "dead-and-alive cures only remain well for a few weeks or months after leaving these institutions, and as a matter of fact, the general health only remains somewhat improved, the disease still being in the system and the germ

THE BRITISH MEDICAL JOURNAL,

in its issue of November 12, 1910, showed clearly from well kept statistics that after five years' continuous treatment and supervision less than 15 per cent. were able to follow their occupations, and if only three out of every hundred consumptive patients are able to follow their work after Sanatoria treatment and skilled nursing, it is well known that scarcely any escape paralysis in the early stages, which usually leave no hope of ever being completely cured.

NATURE HAS PROVIDED A CURE

for every disease that human flesh is heir to, and consumption is no exception to this rule. A few years ago a distinguished botanist in a specially populated country, the other side of the world, found among some rare Tropical Plants which, when tested, were found to positively kill the Tubercle Bacilli and cure Consumptive cases in the third and fourth stages. The chemical may be identical by heart, but it will probably be found in the

HIGH COURTS OF JUSTICE

in London during the next two or three months, and in its investigation anything back, ing up the statements made in a letter, dated September 14, 1910, may find an article bearing on the matter which should go to show that the above statement is not simply a bare fact.

Now the proofs will ask. But what proof have we of the efficacy of the New discovery? The following are just

A FEW OF THE RESULTS.

The Rev. [illegible], Cambridge, Rural Dean, Chaplain to the Forces, Rector of [illegible] and for the past twenty-seven years Chairman of the Local Committee of the Church Missionary Society for the whole county, writes: "I am glad to get this result of [illegible] which was given to [illegible] Consumption, and was pronounced by the Doctors to be in [illegible] condition. I am glad to say that [illegible] very well indeed, and is able to do all work [illegible] I am pleased to inform you that he [illegible] completely well."

Mr. J. J. [illegible], 47, Talbot Road, Bayswater, London, writes: "I am pleased to inform you that my wife [illegible] Consumption, and was pronounced by the Doctors to be in [illegible] condition. I am glad to say that [illegible] very well indeed, and is able to do all work [illegible] I am pleased to inform you that he [illegible] completely well."

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DOCTOR'S CERTIFICATE.

"I hereby certify that I have examined Mr. [illegible], and find he is free from disease in every part of his body."

THE DISCOVERER'S £1,000 GUARANTEE.

I will undertake to pay the above sum to any person in England if it can be proved that I have any ingredient which is a preservative agent in the preparation of my remedy, or that it can be found in the British Pharmacopœia, the Unofficial Pharmacopœia, or the British Herbal. Moreover, for three years, or from a period I mentioned them in a circular a few years ago, notwithstanding the fact that some neighbouring druggists have attempted to have me prosecuted for my medicine I attract and have declared its contents to be very valuable simple things.

CHAS. H. STEVENS,

204, WORPLE ROAD, WIMBLEDON, S.W.

From whom any further particulars can be had on receipt of a postcard or letter.

Photographic facsimile (reduced) of one of Stevens' advertisements, appearing a few years ago in a London paper. The original measured about 11 inches by 5 inches. Among the names listed in this advertisement of those who had been "cured" by Stevens' nostrum was one Miss Olley, of whom Stevens said: "Carried out of Brompton Hospital as incurable, now enjoying good health." The facts are, Miss Olley died of pulmonary tuberculosis.

"SACCO" "LUNGSAVA" BECOME "U. C. EXTRACT"

In transporting this humbug across the Atlantic, still another name has been given to it. No longer is it "Sacco" or "Lungsava"; it is now "Umckaloabo Extract," or, more briefly, "U. C. Extract," the two letters standing, respectively, for "Umckaloabo" and "Chijitse." In addition to the "history," Lord's "analysis," and the one single testimonial for the "cure" itself, there were two testimonials for Mr. Ryckman, one from Adam Brown, postmaster of Hamilton, Ontario, and the other from S. D. Biggar, the mayor of Hamilton, Ontario. The letters accompanying the advertising material were signed "Samuel S. Rickman"; one of them referred to analyst Lord as "one of the principal analysts of London, England." Since 1916 we have received no further information regarding the exploitation of "U. C. Extract," or of the activities of the Umckaloabo Co. Whether the business failed to be the financial success that had been looked for,

or whether Mr. Ryckman, after further investigation, decided to go into some more reputable line of endeavor, we are unable to say.

Now, in 1919, Stevens plies his abominable trade among the tuberculous victims of the great war. He sends to Canadian soldiers a gaudy covered booklet containing some of the testimony of his "experts" who testified at the first trial of his libel suit against the British Medical Association. It leaves the impression that Stevens won the suit. The booklet declares that the British Medical Association charged Stevens "with being a swindler and a quack who foisted upon the public a so-called remedy which he knew to be absolutely worthless." But it does not tell the consumptives, whose dollars are sought, that the court held the British Medical Association's charge to be the truth and a fair comment of fact!

The ubiquitous "analysis" of Lord—the 30-shilling-a-week "expert"—is also part of Stevens' present advertising paraphernalia. Then there is a loose-leaf booklet of testimonials. The loose-leaf idea seems a good one—commercially. THE JOURNAL has shown repeatedly in cases of testimonials for "consumption cures"—testimonials which were written in good faith by those who believed themselves benefited—that where the poor victims really had the disease and were relying on the nostrum it was only necessary to wait some months or a year or two before it was possible to obtain the death certificate of the testimonial givers. In the past this has meant that the quack must "scrap" a lot of "literature" or lay himself open to the charge of publishing testimonials from dead men. The loose-leaf method employed by Stevens will facilitate the elimination of "dead timber" at a minimum expense.

A QUACK'S RECORD

That Stevens, after being thoroughly discredited, first in South Africa and later in England, should now be trying to capitalize the suffering of Canadian soldiers who have contracted tuberculosis in the service of their country, is entirely in keeping with the moral standards of the "consumption cure" quack. The most effective protection of the sick from the wiles of men of the Stevens type is that of giving the public all the facts possible regarding such concerns. Here, briefly summarized, are the facts:

1. In 1904 Stevens was selling "Sacco" in Capetown, South Africa. When clearing $15,000 a year, he got into the courts and found it expedient to leave Capetown.

2. In 1906 Stevens was in Johannesburg, trading as the "South African Institute of Medicine" and selling his stuff as "Lungsava"; was twice convicted of violating the law and left for England.

3. In 1907 Stevens was in London selling his "cure" and in 1910 was declared by the courts to be guilty of "intentional and well considered fraud," and his "cure" denounced as "nothing but quack remedies."

4. In 1908 the British Medical Association denounced Stevens as a quack and declared his nostrum worthless; and when Stevens sued the association the courts, in 1914, agreed that the characterization was justified.

5. In 1915 Stevens' "cure" appeared in the United States under the name of "U. C. Extract," exploited by the Umckaloabo Chemical Company of New York City. This apparently was not a commercial success.

6. Today Stevens is attempting to exploit tuberculous Canadian soldiers who have acquired the disease in the service of their country.—(*From The Journal A. M. A., April 5, 1919.*)

STRANDGARD'S T. B. MEDICINE

The resident physician of a Canadian sanatorium devoted exclusively to the scientific treatment of tuberculosis writes:

> "The enclosed leaflet and letter from the Dr. Strandgard's Medicine Co. of Toronto, Can., is being sent in a plain envelope, marked 'personal' to a number of returned Canadian officers who are patients in this institution. If you have any information regarding this 'cure' the Canadian readers would appreciate its publication in THE JOURNAL."

The letter enclosed was on the stationery of the "Dr. Strandgard's Medicine Co." It was addressed to a man suffering from tuberculosis—a man who had been stricken with this disease while in the service of his country. The "patent medicine" concern states in its letter:

"Our T. B. medicine is a specific for the complaint of which we have been informed you are suffering . . ."

This cruel falsehood is followed up by the statement that the stuff is a "high-class scientific preparation endorsed by physicians" which, previous to being put on the market, was "used with wonderful success in private practice." Further:

"Dr. Strandgard has been awarded gold medals at four international exhibitions in Europe for his medicines."

Just what was the nature of these exhibitions, we do not know; possibly they were the same sort of international "expositions" that were exposed in THE JOURNAL[1] about three years ago whose "gold medals" meant no more than that the exploiter has paid a specified sum as a guaranty that he would receive an "award." The letter to the consumptive continues:

"Of course, one bottle will not improve your health owing to the nature of your case, but after three bottles you will derive considerable benefit and will continue to take it until you feel you are restored to normal health. Kindly write us informing us of your permission to forward three bottles. We are agreeable to send them on condition that you do not pay for them unless you are satisfied with the progress you have made. . . ."

This appeal is typical of "consumption cure" humbugs. Throughout the entire advertising matter the claim is made by inference that the remedy will cure consumption. None knows better than the trader in a fake consumption cure how easy it is to persuade the consumptive during the first few weeks of any new and mysterious "treatment" that he has been benefited. Time and again it has been shown that such concerns run no risk in offering to send limited amounts of their nostrums to the victims on a basis of "no pay unless satisfied."

THE ADVERTISING METHODS

The booklet sent by the Strandgard concern states that the preparation was originated by one "Chevalier Dr. Jean F. Strandgard, K. V. V. P." Some prospective purchasers are obtained by offering a free bottle of the nostrum to any one who will furnish "fifteen (15) names and addresses of persons genuinely suffering either from Consumption—Tuberculosis, Asthma, Bronchitis, Catarrh, Weak Lungs, Pleurisy, Pneumonia, Coughs, Colds, or any disease of the respiratory organs." No information is given regarding its composition, although a pretense is made of doing so by stating that it is:

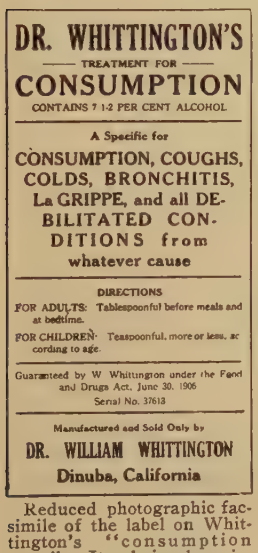
". . . from Nature's Garden being made from pure Essences, Infusions, Extracts and healing medicinal virtues of rare barks, roots and herbs."

1. Reprinted, with additions, in the pamphlet, "Quasi-Medical Institutions," published by the American Medical Association.

It contains alcohol—also typical of the fake "consumption cure"—and the usual excuse is offered that this drug is not present "in any larger quantity than is absolutely necessary" to dissolve one of the alleged constituents. It is to be taken six times a day in two-dram doses. The sixteen-ounce bottle thus lasts about ten and one-half days. This means that the three bottles which they offer to send without payment in advance would last the victim about one month. Every physician who has treated consumptives knows that such patients after taking any nostrum—especially one containing alcohol or bitters—for three or four weeks under the glamour of the claims common to quackery, insist that they are "feeling better."

TESTIMONIALS—AS USUAL

The booklet contains several testimonials; most of them from laymen. Not one of the testimonials declares that the stuff has cured a case of pulmonary tuberculosis or even that it is of value in such cases. Most of them refer to its alleged use in asthma and bronchitis. One is from an alleged sufferer from spinal tuberculosis who claims to have been benefited, although not cured. Two of the testimonials purport to be from medical men—A. H. Paget, M.D., and P. B. Wood, M.D.—both of whom, the booklet claims, are "Members of the College of Physicians and Surgeons of Ontario." While neither of these physicians' testimonials declare that the stuff is a cure or even a treatment for consumption, the evident intent of the booklet is to make the consumptive so believe. Whether the giving of these testimonials indicates a failure to recognize professional responsibility or a mere lack of common sense, we do not know; the solution of such questions may safely be left to the organization to which these men are said to belong.


DR. WHITTINGTON'S
TREATMENT FOR
CONSUMPTION
CONTAINS 7 1-2 PER CENT ALCOHOL

A Specific for
CONSUMPTION, COUGHS, COLDS, BRONCHITIS, La GRIPPE, and all DEBILITATED CONDITIONS from whatever cause

DIRECTIONS
FOR ADULTS: Tablespoonful before meals and at bedtime.
FOR CHILDREN: Teaspoonful, more or less, according to age.

Guaranteed by W. Whittington under the Food and Drugs Act, June 30, 1906
Serial No. 37613

Manufactured and Sold Only by
DR. WILLIAM WHITTINGTON
Dinuba, California

Reduced photographic facsimile of the label on Whittington's "consumption cure." It obviously violates the federal Food and Drugs Act.

A fake "consumption cure" is vicious enough under any circumstances. Every physician who has treated consumptives knows how difficult it is to persuade the sufferer that his chance for recovery rests not on medicine but on hygienic and dietetic measures. It is a human failing to believe that every disease may be cured by taking something out of a bottle, and the consumptive is particularly susceptible to the wiles of the "patent medicine" faker. But, if under normal conditions and exploited to civilian consumptives the "consumption cure" business is a cruel deceit, what shall be said of the concerns which seek as victims those men who have acquired tuberculosis in the service of their country? The human carrion that robs the wounded on the field of battle at least takes his life in his hands in so doing; not so the "consumption cure" quack who plies his trade on the invalided soldier.—(*From The Journal A. M. A., Dec. 15, 1917.*)

WHITTINGTON'S "SPECIFIC"

"Dr. Whittington's Treatment for Consumption" is, according to the label, "manufactured and sold only by Dr. William Whittington, Dinuba, Cal." According to our records, Dr. William Whittington was graduated by the Missouri

Medical College of St. Louis, Mo., in 1880 and was licensed to practice in California in 1891. The preparation, which admittedly contains 7.5 per cent. alcohol, is labeled:

"A Specific for Consumption, Coughs, Colds, Bronchitis, La Grippe and All Debilitated Conditions from whatever cause."

The bottle contains about twelve ounces of a brown, sirupy liquid and sells for $5.00. In reply to an inquiry sent to Whittington by a supposedly consumptive layman, there came a letter signed "W. Whittington," reading in part as follows:

". . . I have a treatment that DOES CURE CONSUMPTION. The cost of the treatment is $20.00 for each month's treatment. You can get it one month at a time or more as you like. If you wish to try it you better take one month's treatment at first to see what it will do for you. But if you take it for one month I know you will send back for more. For I know it will do you good. For THIS IS THE ONLY TREATMENT THAT DOES REALLY CURE CONSUMPTION. As to how long you will need to take it depends on your condition. It takes from three to six months to cure. If you have not had it long three months may cure you. If you are very bad it will take longer . . ."—[Capitals ours.—ED.]

Requests have come in at different times for information regarding this nostrum. A bottle of Whittington's "Specific" was examined in the Association's laboratory. The condensed report of this analysis follows:

"The liquid had an odor of raspberry and prunes and also somewhat vinous characteristics, with a tannin-like taste. The reaction toward litmus was acid. The specific gravity at 15.6 C. was 1.0963. The weight of ash from 100 c.c. was 0.73 grams. Qualitative tests indicated the presence of alcohol, magnesium, tannin and other vegetable acids, acetate, sugar, glycerin, and traces of calcium, potassium and sodium. Tests for the following yielded negative results: heavy metals, haloids, sulphates, alkaloids, emodin-bearing drugs, benzoate, cinnamate, salicylate and glycyrrhiza. From this analysis it appears that 'Dr. Whittington's Treatment for Consumption' is a flavored syrup, devoid of potent ingredients other than alcohol."

Selling flavored syrup as a "cure" and "specific" for consumption is a disreputable enough business under any circumstances, but what shall be thought of a physician who will carry on such a trade?—(*From The Journal A. M. A., Dec. 18, 1915.*)

COSMETIC NOSTRUMS

I. PREPARATIONS FOR THE SKIN

Amarol.—This product is a so-called "complexion beautifier" advertised under the "prescription fakes" method. It has been exposed by various state health boards. According to the bulletin, *Medical Frauds,* issued by the Indi-

Little Home Aids on How to Be Beautiful

BY MADAME MAREE

Questions on Beauty topics will be answered by mail when stamped envelope is enclosed.

For a Lovely Complexion

Many complexions are ruined with cheap soaps and harmful face powders, which clog the pores, produce blackheads, pimply conditions and coarsen the skin. I often recommend cerol for massaging, as it cleans and clears the skin, acts as a food to the delicate tissues, and does not grow hair. You can prepare this cream in your own home, at little cost, by dissolving three ounces of cerol in a pint of water which has been brought to a boil, stirring well until of a thick consistency. Any druggist can supply cerol, and you will find it the smoothest and most delightful cream you ever used.

Answers to Queries.

Myra: That unnatural hairy growth is easily removed with powdered delol. Get an ounce from the druggist and mix a little with enough water to form a stiff paste, then spread thickly on hairy parts and in three minutes scrape off and the hairs are gone.

Lucille: The best Lister solution is made with powdered boro lister, and is especially good for sore or aching feet, or burns or wounds of any kind. To prepare, get an ounce of pure boro lister powder from your druggist and dissolve in a pint and a half of boiling water; when cool add eight ounces of alcohol. This is an antiseptic found in nearly every home and is splendid as a tooth wash or for catarrhal conditions.

Ida: Harsh winds often make the skin red and ugly, and I find ap amarol solution is the simplest and nicest of all. To prepare, get two ounces of amarol from your druggist, then dissolve in a pint of hot water and it is ready. Liberal applications after washing and drying the face and hands soon make the skin soft and pink, giving it a satiny glow.

Elsie: Artificial helps are easily detected, but "you use the Vaucaire treatment, which feeds the starved and shrunken tissues and builds up from the inside, you will soon have a pretty figure. To prepare this treatment, make a syrup with a cup and a half of sugar and water to make a pint and stir in an ounce of calol (true) which you get at the drug store, then take one tablespoonful twice a day. This is the original and famous Vaucaire treatment so popular among French women.

Reader: Your friend is right. Unless immediate attention is given to your hair you may find even a switch insufficient. Shampooing twice a month for a while with cerol and using beta-canthol as a tonic greatly stimulates the scalp and hair follicles and soon produces a luxuriant growth of long, glossy hair. Any druggist can supply these ingredients at a small cost, and to make the tonic, pour a half pint of alcohol in a half pint of water, then add an ounce of beta-canthol. Apply every night for a month, then once a week.

An advertisement in the form of an Answers to Correspondents department. Each "answer" recommends a "patent medicine" put out by the Scharff-Cooper concern: "Amarol," "Cerol," "Delol," etc.

ana State Board of Health, the stuff is put on the market by the F. W. Scharff Co., Chicago, and has the following composition:

Epsom salt	95 per cent.
Borax	5 per cent.

The estimated value of the ingredients is 1 cent but it sells for one-half dollar. According to the advertising, Amarol will "make the skin soft and pink, giving it a satiny glow." The F. W. Scharff Co. operates from the same offices as the Cooper Pharmacal Co., "Valeska Suratt," etc.—(*From The Journal A. M. A., Oct. 16, 1915.*)

Anti-Freckle Lotion.—This product, according to the Indiana State Board of Health, is put on the market by E. B. Gustin, Logansport, Ind. The Indiana chemists reported that it had essentially the following composition:

Bichlorid of mercury	1.5 per cent.
Alcohol	2 per cent.
Water	96.5 per cent.

According to the same authority the stuff retails for 50 cents, while the estimated value of the ingredients is 1 cent.—(*From The Journal A. M. A., Oct. 16, 1919.*)

Bradley's (Mrs.) Face Bleach.—The claims made for this stuff, which emanates from Minneapolis, are that it "removes moth, tan, freckles, pimples, blackheads, prevents wrinkles, oiliness and aging of the skin." What else it does is left to the seeker after beauty to learn by experience. Its ingredients were reported by the North Dakota Agricultural Experiment Station to be Epsom salts (magnesium sulphate) and corrosive sublimate (mercuric chlorid). A more detailed analysis appeared in the *Druggists' Circular,* March, 1913:

Anhydrous magnesium sulphate	45.7 per cent.
Sodium chlorid (common salt)	9.7 per cent.
Mercuric chlorid (corrosive sublimate)	23.6 per cent.

—(*From The Journal A. M. A., Aug. 23, 1913.*)

Cerol.—This is another preparation sold on the "prescription fake" method and marketed by the Scharff-Cooper concern, that puts out Amarol, etc. According to an advertisement published in the form of an "Answers to Correspondents" department entitled "Little Home Aids on How to be Beautiful by Madame Maree," Cerol "cleans and clears the skin" and also "acts as a food to the delicate tissues." Various reports from boards of health assign to Cerol the following composition:

Boric acid	Stearic acid	Perfume

—(*From The Journal A. M. A., Oct. 16, 1915.*)

Clearola.—This preparation is said to be put on the market by G. W. Carpenter, Jaffrey, N. H. It is sold as a preparation which will "whiten the skin" and has been reported on by the state chemists of Indiana, Ohio and Kansas. They all agree in declaring that Clearola is nothing more mysterious than ordinary sulphur.—(*From The Journal A. M. A., Oct. 16, 1915.*)

Cuticle Acid.—This product, put on the market, apparently, by Richard Hudnut of New York, is said to "remove dead skin." According to the *Kansas State Board of Health Bulletin* for August, 1914, Cuticle Acid is mostly water with:

Alcohol	10 per cent.
Oxalic acid	2 per cent.

—(*From The Journal A. M. A., Oct. 16, 1915.*)

Charles Flesh Food.—In Brooklyn there is a concern styled Dr. Charles Flesh Food Company that sells "toilet specialties." In addition to rouge and face powders of various tints as well as soaps and toilet creams, the concern puts out such preparations as "Foot Relief" for "sore, tired, aching feet" and "Revivo," claimed to be a "Remedy for Dandruff and All Scalp Diseases." The "Dr. Charles Co. Tonic Tablets" are put forward by the company as "the very best preparation for restoring health to the debilitated; rich blood to the anemic; relief to women from their specific ills, strength to those tottering along life's pathway with a burden of liver and kidney troubles, nervous prostration, dyspepsia and many wasting diseases that lead to consumption." The product on which, apparently, they lay more emphasis than any other is "Dr. Charles Flesh Food," an ointment sold under such claims as:

"Applied to the skin nourishes by absorption."
"It builds firm, healthy flesh."
"Acts quickly and surely on a skin that is seamed and wrinkled either by exposure or age, smoothing away furrows of the forehead and lines about the eyes and mouth."

"Undeveloped busts and those shrunken through sickness or nursing may be materially increased in size; made full, firm, plump and rounded out into a beautiful contour by the use of this wonderful flesh developer. IT ACTS ALIKE ON THE GROWING GIRL AND MATURED WOMAN."

In an advertising booklet the company declares that Dr. Charles Flesh Food has the endorsement of physicians and to prove it declares:

"The *Therapeutic Record,* a leading medical journal, tells in its August, 1908, number of two lady patients who used it [Dr. Charles Flesh Food] under the advice of their physician, Dr. M. P. Creel."

The *Therapeutic Record* is one of those medical journals (Heaven save the mark!) that are supported by the nostrum interests. From editorial endorsements of a quack "rupture cure" (Stuart's Plas-Tr-Pads) to advertisements of

DR. CHARLES
FLESH
FOOD
THE
GREAT
BEAUTIFIER
Try this preparation to-day and note its wonderful pleasing effects. It has been used and recommended more than fifty years for the complexion and to increase firm, healthy flesh on the face, neck, arms and developing the bust.
There is absolutely nothing like Dr Charles Flesh Food to remove wrinkles, crow's feet, pimples, freckles, sallowness, etc., as one application will prove.
50 cents a box at all druggists, department stores or direct.
Send 4 cents, postage, for a sample box and illustrated book, "Art of Massage."
Dr. Charles' Flesh Food Co., Brooklyn, N. Y.

fake ear drums, Duffy's Malt Whiskey and Antikamnia, it is not a far call to the "Flesh Food." Neither is one surprised to find in the advertising pages of the *Therapeutic Record* advertisements of Stuart's Plas-Tr-Pads and Dr. Charles Flesh Food.

Whatever Dr. Charles Flesh Food may lack in therapeutic efficiency it makes up in color and odor. The preparation is a highly perfumed, pink ointment. A box of the stuff was submitted to the Association's laboratory and the result of the investigation may be summed up as follows:

Starch	38.5 per cent.
Petrolatum (vaseline)	5.10 per cent.
Zinc oxid	2.0 per cent.
Impure stearic acid	1.5 per cent.
Perfume, coloring matter.	

From the report it is apparent that the alleged "flesh food" is no better than, if as good as, an ointment made by mixing five parts of vaseline with

four parts of starch and adding a dab of zinc oxid. Dr. Charles Flesh Food is not, in any sense of the word, a "flesh food"; it does not "build firm, healthy flesh," it will not develop the bust and it does not "nourish by absorption." (*Modified from The Journal A. M. A., Nov. 13, 1915.*)

Derma-Royale.—This emanates from the Derma-Royale Co. of Cincinnati. Some years ago it was advertised under such claims as:

"Cures Eczema and Tetter."
"Absolutely and permanently removes Blackheads, Freckles, Pimples, Redness, Sun spots and Tan."

The present claims, while not so definite, are no more modest. According to the state chemists of Connecticut, as given in their report for 1914: "This preparation is a dilute alcohol-glycerin solution with small amounts of camphor, myrrh, benzoin and possibly other aromatics in suspension."—(*From The Journal A. M. A., Oct. 16, 1915.*)

Derwillo.—This is a nostrum sold for the skin and complexion and put out by "Mae Edna Wilder, Inc., of Rochester, N. Y.," one of the numerous names under which the Neal-Adkin mail-order concerns advertised. The state analyst of Louisiana reported that the preparation consisted of zinc oxid, calcium carbonate, starch and salicylic acid in water, the whole thing colored with carmine and perfumed with odor of rose or rose geranium.—(*From The Journal A. M. A., June 6, 1918.*)

Making the Hair Grow, and Other Beauty Secrets

Individualism and Simplicity in Methods of Beauty-Making Are Strongly Exemplified in the Following Article, by One of the Foremost Living, Self-Made Beauties of the American Stage. Miss Valeska Suratt Is Characteristic Here, She Explains the Methods Which Have Produced for Her, the Loveliness Which Has Brought Her Fame.

Valeska Suratt

By Miss Valeska Suratt

MAKING the hair grow was for a long time as great a problem to me, as it is today to thousands of women. There were days when thick hair would come out of comb or brush, and I feared baldness would soon result. After long experimenting I came to two inevitable conclusions—the hair must have nourishment to keep it in good condition, and the hair roots must be allowed to breathe. Dirt and scurf accumulate on the scalp and no soap can remove it. Dandruff results, the hair becomes starved, looks lifeless and begins to fall out. I came to the conclusion then that the hair needs two things, a shampoo that is not a soap, but a remover of scurf, dandruff and dirt, and a tonic that will strengthen the roots, stop the hair falling and force the hair to grow.

For the shampoo I have found that a teaspoonful of [illegible] dissolved in a cup of hot water makes the cheapest and best cleanser. It will remove every particle of dirt and scurf, and leave the hair soft and fluffy and easy to do up. I usually shampoo at least twice a month. Twenty-five cents worth of eggol is enough for a dozen delightful shampoos.

Now for my hair-growing formula. Mix half a pint of alcohol with half a [illegible] and add one ounce of bay-quinol. If you prefer use a pint of [illegible] instead of the alcohol and water) apply this freely to the scalp, after brushing it generously for a few minutes rub thoroughly with the finger tips. The bay-quinol will cost you about fifty cents at the drug store and will make a full pint of the best hair tonic it is possible to make.

As for wrinkles, I used to look upon them much as the drying of an apple skin foretells inevitably the passing of youth that one never again return. Since I have worked out for myself the problem of ridding myself of these check-marks of Nature's bookkeeper, I have changed my mind. Like a splash of a pebble in a pond, the face of the water is ruffled, many ripples widen toward the shore and disappear, and the water reflects the sun and the blue sky again as before—it was just a splash, nothing more! My dear readers, there is little excuse now for the presence of wrinkles. The results of this formula have indeed proved this to be the case. Every woman should try this formula. Use it freely, and then your face will reflect again the sunshine of youth, and every wrinkle will be just a vanishing ripple, nothing more. In a large bowl pour half a pint of hot water, place bowl in a [illegible] of hot water on a slow fire, add slowly two ounces of [illegible] and stir constantly until it becomes a cream; remove from fire and add a tablespoonful of glycerine stirring until cold. This will give you a large quantity of fine, white, satiny cream [illegible] will not grow hair. Enough [illegible] to make the above formula will cost you about fifty cents at any first class drug or department store.

The complexion may be quickly beautified. A lady once said to me, "I'm sick and tired of trying to beautify my face and arms. I have used about everything this side of the pearly gates and I still haven't a complexion to be proud of." This is the sentiment felt by thousands of women everywhere, and the question is asked, "Is there anything which will actually and in a short time produce the rose-like complexions we see in beautifully colored photographs?" Upon one of my trips through the South, I met a lady who had the most beautiful, pearl bloom, velvety complexion I ever saw and she gave me a formula for a cream. I made up some and used it liberally; the results were remarkable. Here it is: Bring a pint of water to the boiling point, add, slowly, one ounce of [illegible] stir constantly until it is well dissolved, then add two tablespoonfuls of glycerine. Fifty cents worth of simlene will make a pint of this excellent beauty cream.

For superfluous hair there is nothing which will remove it so perfectly so quickly as simple suito solution. It simply dissolves the hair instead of burning it off like pastes and powders and never irritates, reddens or injures the skin. It can be used on the tenderest skin and no matter how stiff or soft the hair growth. Many women have "down" on their faces and arms. Removed with this simple solution, the difference in appearance will be startling. Druggists [illegible] one dollar an ounce for simple suito solution, and it is certainly worth it.

Blackheads, big and little, should be removed without pinching and squeezing, as this reddens and [illegible] the skin. Get some powdered [illegible] from your druggist. Fifty cents [illegible] will be all you will need. Sprinkle a little on a hot, wet sponge and rub briskly for a minute or two over the blackheads. You'll be surprised how they will disappear in a few moments.

Every article mentioned in my formulas can be found in most first-class drug stores. If you are not convenient to one, or if your druggist should not have the article you want, my secretary will mail you the article postpaid, if you enclose the price to me. Simply address your letter, Valeska Suratt, 316 Thompson Bldg., Chicago, Ill. Kindly mark your letter, "For Secretary."

"Valeska Suratt, Thompson Bldg., Chicago," is a name used by the Cooper Pharmacal Co. in exploiting its nostrums, "Eptol," "Eggol," etc.

Eptol.—"There is little excuse now for the presence of wrinkles. The results of this formula have indeed proved this to be the case. Every woman should try this formula, use it freely and then your face will reflect again the sunshine of youth and every wrinkle will be just a vanishing ripple, nothing more!" Thus, to the gullible, appeals the Cooper Pharmacal Company of Chicago in a fake "Beauty Secrets" department published under the name of "Miss Valeska Suratt." The "formula" referred to is Eptol, plus some glycerin and water. Eptol is a white powder perfumed with rose which sells for 50 cents for a 1½-ounce box. According to the state chemists of Connecticut, Eptol has essentially the following composition:

Borax	37 per cent.
Soap and stearic acid	63 per cent.

—(*From The Journal A. M. A., Oct. 16, 1915.*)

Freckeleater.—This product was shipped in September, 1911, by the Freckeleater Co., Dallas, Tex. According to the label, "Freckeleater" was "not a cosmetic, but the only known, harmless, pleasant and absolutely sure and infallible cure for all imperfections of the skin. . . ." Analysis by the Bureau of Chemistry showed it to consist of a pasty, greaseless vehicle having the odor of lavender and carrying in suspension bismuth subnitrate (approximately 5.5 per cent.) and ammoniated mercury (approximately 4 per cent.). As the stuff was labeled "harmless," whereas it contained ammoniated mercury, a caustic poison harmful to the skin, it was declared misbranded. On Jan. 27, 1913, the company pleaded guilty and was fined $100 and costs.—[*Notice of Judgment No. 2443; issued July 12, 1913.*]

Freckeless.—This was marketed by one John Emmett Barry trading under the firm name of J. E. Barry & Co., Paris, Texas. The stuff was sold "for the removal of Freckles, Tan, Sunburn and other Facial blemishes" and bore the following statements on the trade package:

"The Superior Skin Food and Massage Cream."
"As harmless as it is sure."

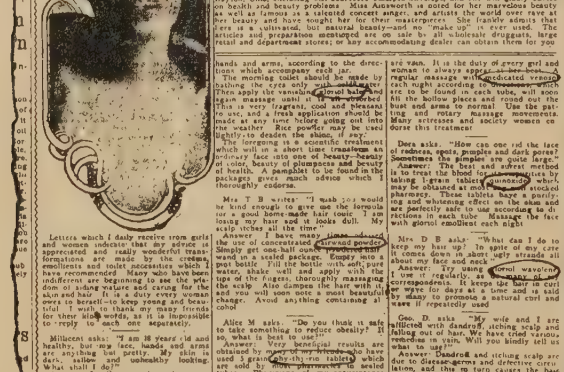
When analyzed by the Bureau of Chemistry the chemists reported that Freckeless was an ointment consisting largely of petrolatum (vaseline) with which had been mixed about 10 per cent. of bismuth subnitrate and 12 per cent. ammoniated mercury. The stuff was declared misbranded because it was not harmless, containing as it did a "harmful, poisonous and deleterious" substance, ammoniated mercury, which, as is well known, is a caustic poison. It was further declared misbranded in that it was not a "skin food" and "did not contain any ingredient or combination of ingredients capable of acting as a food for the skin." On Oct. 19, 1914, J. E. Barry pleaded guilty and was fined $10.—[*Notice of Judgment No. 3540; issued April 3, 1915.*]

Freezone.—The Edward Wesley Company of Cincinnati put this preparation on the market as a "simple and easy way to get rid of your corns and callouses." The concern declared that "you corn-pestered men and women" may "wear the shoes that nearly killed you before, because Freezone applied directly on a tender, aching corn stops soreness at once and soon the corn loosens so it can be lifted out root and all, without pain." The New York *Tribune* had this preparation analyzed and in its "Ad-Visor Department," June 24, 1917, quoted from their chemist's report as follows: "Freezone is a common type of corn remover, depending for its activity on the salicylic acid present, the rest being . . . common collodion. . . ."

Frostilla.—Holmes' Fragrant Frostilla is a lotion put out by Clay W. Holmes of Elmira, N. Y. It was analyzed by the chemists of the Connecticut

Agricultural Experiment Station, who stated in their *Report* for 1914 that it was "essentially a mixture of alcohol, glycerine and gum tragacanth."

Gloriol Balm.—This is one of a large group of nostrums put on the market by the Blackburn Products Company, a concern run by two men, one of whom is said to have been in the advertising business and the other in the cigar trade. The Prescription Products Company and the Lesslie Company are two other names under which the same men do business. Gloriol Balm is appar-



ADVERTISEMENT | ADVERTISEMENT | ADVERTISEMENT

How to be Beautiful

Secrets of Health and Beauty

By Claire Ainsworth

Letters which I daily receive from girls and women indicate that my advice is appreciated and really wonderful transformations are made by the creams, emollients and toilet necessities which I have recommended. Many who have been indifferent are beginning to see the wisdom of using nature and caring for the skin and hair. It is a duty every woman owes to herself—to keep young and beautiful. I wish to thank my many friends for their kind words, as it is impossible to reply to each one separately.

Millicent asks: "I am 18 years old and healthy, but my face, hands and arms are anything but pretty. My skin is dark, sallow and unhealthy looking. What shall I do?"

Answer: I will answer in such a manner that others may benefit by my advice. I do not advise the use of paints—do not "make up." You deserve no one but yourself. You lose the respect of all who see you. Study and work to possess a beautiful, natural complexion—few women have, and those few are the ones who take regular care and use the right methods.

First, discontinue using toilet soap to cleanse the face, hands and hair. Use instead pure liquid vegetable oil called Gloriol, obtainable in sealed tubes. Use it as a "water massage" and you will be gratified by its wonderful cleansing and softening effect on the hair and skin.

Each night before retiring use the "water massage" and follow it with a thorough patting and rotary massage, using Gloriol emollient, which is a skin and flesh food compound for producing beautiful plumpness and color. Apply on face, hands and arms, according to the directions which accompany each jar.

The morning toilet should be made by bathing the eyes only with cold water. Then apply the vanishing Gloriol balm and begin massage until it is well absorbed. This is very fragrant, cool and pleasant to use, and a fresh application should be made at any time before going out into the weather. Rice powder may be used lightly to deaden the shine, if any.

The foregoing is a scientific treatment which will in a short time transform an ordinary face into one of beauty—beauty of color, beauty of plumpness and beauty of health. A pamphlet to be found in the packages gives much advice which I thoroughly endorse.

Mrs. T. B. writes: "I wish you would be kind enough to give me the formula for a good home-made hair tonic. I am losing my hair and it looks dull. My scalp itches all the time."

Answer: I have many times advised the use of concentrated Cornwall powder. Simply get a one-half ounce bottle of this and with wand in a sealed package. Empty into a pint bottle. Fill the bottle with soft, pure water, shake well and apply with the tips of the fingers, thoroughly massaging the scalp. Also dampen the hair with it, and you will soon note a most beautiful change. Avoid anything containing alcohol.

Alice M. asks: "Do you think it safe to take something to reduce obesity? If so, what is best to use?"

Answer: Very beneficial results are obtained by [illegible] who have used 3 grains [illegible] which are sold by [illegible] in sealed tubes. Physicians of my acquaintance commend these tablets, and I believe them to be the best reduction remedy extant. Be careful of your diet, and take vigorous exercise if you do not wish to take medicine.

Madame X. asks: "Please recommend something to take off or destroy superfluous hair. I have a small patch on my chin and it is very embarrassing."

Answer: I advise you to obtain a sealed vial of Oxtral powder. It is harmless and will [illegible] it acts instantly and destroys the hair without harming the skin.

C. W. D. writes: "I am vain enough to want to improve my appearance by filling out the hollowing in my neck and shoulders. Also would appreciate advice on how to round the bust and arms."

Answer: Dismiss the thought that you are vain. It is the duty of every girl and woman to always appear at her best. A regular massage with [illegible] each night according to directions which are to be found in each tube, will soon fill the hollow places and round out the bust and arms to normal. Use the patting and rotary massage movements. Many actresses and society women endorse this treatment.

Dora asks: "How can one rid the face of redness, spots, pimples and dark pores? Sometimes the pimples are quite large."

Answer: The best and safest method is to treat the blood [illegible] by taking certain tablets [illegible] which may be obtained at most [illegible] stocked pharmacy. These tablets have a purifying and whitening effect on the skin and are perfectly safe to use according to directions in each tube. Massage the face with gloriol emollient each night.

Mrs. D. B. asks: "What can I do to keep my hair up? In spite of my care it comes down in short ugly strands all about my face and neck."

Answer: Try using [illegible] wave. I use it regularly, as [illegible] correspondents. It keeps the hair in curl or wave for days at a time and is said by many to promote a natural curl and wave if repeatedly used.

Geo. D. asks: "My wife and I are afflicted with dandruff, itching scalp and falling out of hair. We have tried various remedies in vain. Will you kindly tell us what to use?"

Answer: Dandruff and itching scalp are due to disease germs and defective circulation, and this in turn causes the hair to decay, fall or come out. Use a few drops [illegible] to massage the scalp each [illegible], and in less than a month you should have no more trouble. To prevent a return use the [illegible] tonic advised for "Mrs. T. B." in these columns.

Mabel S. asks: "My eyebrows are so thin and light that the expression of my face is spoiled. I dislike to darken them artificially. Can you recommend a treatment to increase their growth and color?"

Answer: The eyebrows can be greatly stimulated and in time darkened by applying a home-made balm every night before retiring. Obtain one half oz. concentrated Fairyland powder, use a level teaspoonful and thoroughly mix it with one ounce of mutton tallow or white vaseline. Apply to the eyebrows and rub vigorously a few moments. Wash off the following morning. If used regularly this never fails to produce results.

Another fake Answers to Correspondents department. The "answers" here recommend "patent medicines" or toilet articles put out by the Blackburn Products Co., of Dayton, Ohio, or by one of its subsidiary concerns.

ently put out under the name of the Lesslie Company. The advertising is done largely by the "prescription fake" method, usually under the title "The Doctor's Advice by Dr. Lewis Baker," although sometimes by means of an "Answers to Correspondents" department entitled "How to be Beautiful, Secrets of Health and Beauty by Claire Ainsworth." Gloriol Balm is a toilet cream of the "vanishing" type. It is said to "make the skin smooth and clean." It is found listed in *Medical Frauds,* the bulletin issued by the Indiana State Board of Health. According to the Indiana chemists it has the following composition:

Stearic acid, soap and borax	23.7 per cent.
Water	76.3 per cent.

(*From The Journal A. M. A., Oct. 16, 1915.*)

Gloriol Glowene.—This preparation is put out by the same concern as Gloriol Balm and is advertised by the same methods. According to one advertisement appearing in a fake "Answers to Correspondents" department:

"Soap is a destroyer of a beautiful skin and I want all my fair readers to discontinue its use. Instead use Gloriol Glowene which is really a water massage. . . ."

According to the state chemists of Indiana, of Kansas and of Michigan, "Gloriol Glowene" is soft soap!—(*From The Journal A. M. A., Oct. 16, 1915.*)

Gouraud's Oriental Cream.—As long ago as 1907, Dr. T. Felix Gouraud's Oriental Cream or Magical Beautifier was analyzed by the state chemists of New Hampshire, who reported that it consisted of "approximately one-half ounce of calomel suspended in a short half-pint of water." More recently—in 1912—it has been analyzed by the chemists of the Connecticut Agricultural Experiment Station, whose report is practically identical with that of the New Hampshire chemists. Some of the claims made for this simple mixture are:

"Purifies as well as beautifies the skin. No other cosmetic will do it."
"Removes tan, pimples, freckle, moth patches, rash and skin diseases and every blemish on beauty and defies detection."

An eight-ounce bottle of this preparation costs 98 cents. As the Connecticut chemists say: "The amount of calomel in a bottle of this substance can be bought at retail for about 6 cents; the remaining 92 cents is the charge for a half-pint of water."—(*From The Journal A. M. A., Aug. 23, 1915.*)

Hill's Freckle Lotion.—Fred L. Snow, Providence, R. I., shipped into Massachusetts a quantity of "Hill's Freckle Lotion" which government officials claimed was misbranded in violation of the Food and Drugs Act. According to the trade package, the preparation was "absolutely harmless when used externally according to directions." As the government chemists found that Hill's Freckle Lotion contained corrosive sublimate (mercuric chlorid) they naturally declared the stuff misbranded. Furthermore, the label bore the statement:

"Removes Moth, Tan, Freckles, Pimples, Ring Worms, and all Eruptions of the Skin."

This claim was declared to be false and fraudulent and applied knowingly and in reckless and wanton disregard of its truth or falsity. Snow at first pleaded not guilty, but later withdrew the plea and entered a plea of *nolo contendere.* He was fined $20.—[*Notice of Judgment No. 4115; issued April 19, 1916.*]

Hokara.—This preparation, which seems to be of the "massage cream" type, has been advertised under such claims as:

"If you are troubled with pimples, blackheads, acne, barber's itch, blotches, freckles or other skin diseases or blemish now is the time to get rid of it with Hokara."
"There is yet to be found any form of wound or disease affecting the skin or mucous membrane that Hokara does not help . . ."

It is recommended by the manufacturers for chilblains, soft corns, poison ivy, insect bites, "fever sores," body odors, oily skin, sore lips, sunburn, tired feet, warts and various other conditions. According to Prof. Lewis B. Allyn of the McClure-Westfield Laboratories, the preparation "consists principally of wool fat and casein."

Hudson's (Mrs.) Skin and Pore Specific.—This product, which is supposed to be used in connection with a depilatory, put out by the same concern, was analyzed in the McClure-Westfield Laboratories, and reported to be principally "a reddish clay, a bismuth compound probably subnitrate of bismuth, with a fatty base consisting of a saponifiable oil, probably tallow."

Ice Mint.—This, the public was told, was "the real 'Corn Killer.'" The sufferer from corns was told: "Just a touch of Ice Mint and Oh! what relief. Corns and callouses vanish, soreness disappears and you can dance all night or walk all day and your corns won't hurt a bit." The New York *Tribune* in the "Ad-Visor Department" for June 24, 1917, gave the following report of an analysis of the preparation: "In the Ice Mint we have been unable to find any really active ingredients. There is some borax present which would act as a mild alkali and antiseptic and there is also either oil of peppermint or menthol present, probably the former. A volunteer of the laboratory staff has tried the Ice Mint for five successive applications and reports no noticeable results whatever."

Kingsbery's Freckle Lotion.—"Kingsbery's Freckle Lotion (1st strength)" is said to be put on the market by F. W. Kingsbery, Randolph, Mass. According to the *Report of the Connecticut Agricultural Experiment Station,* 1914, the following claims have been made for this product:

"Will positively remove freckles, tan, moth patches, etc., from the face, hands and arms without the slightest injury to the most sensitive skin."

"Unequalled for use in ivy and dogwood poison, insect bites and stings, salt rheum, eczema and all skin irritations, stopping the itching immediately and counteracting the poison."

Kingsbery's Freckle Lotion was analyzed by the state chemists of Connecticut who reported that it, like "Hill's Freckle Lotion," is a solution of bichlorid of mercury in water, containing 5.3 parts of the corrosive sublimate to 1,000 parts of water. As the Connecticut officials state this "is an exceedingly dangerous remedy to use." The use of the poisonous salts of mercury, even externally, is fraught with danger. There are numerous cases on record of poisoning from the external application of mercurial compounds. Taylor quotes a case of two brothers who died from the effects of absorbing corrosive sublimate through the unbroken skin. Death has followed the absorption of corrosive sublimate in dilutions of 1 to 1,000 and 1 to 2,000.—(*From The Journal A. M. A., Nov. 20, 1915.*)

Kulux Compound.—This product is sold by the Kulux Manufacturing Company, Rochester, N. Y. Kulux Compound has been advertised by the "prescription fake" method under such claims as the following:

"Makes the skin transparent and removes all defects such as freckles, tan, sun spots, roughness and ruddiness."

"Blemishes of every kind disappear as if by magic."

"This is the private prescription of a famous Parisian beauty."

The alleged "prescription" calls for a "1 ounce bottle of Kulux Compound" which is to be added to a mixture of water and witch hazel. Kulux Compound has been reported on by several state chemists. The following, taken from *Medical Frauds,* the bulletin issued by the Indiana State Board of Health, may be taken as typical:

Zinc oxid	7 per cent.
Bismuth subcarbonate	5 per cent.
Glycerin	10 per cent.
Water	78 per cent.

The Indiana chemists state further that although the retail price of Kulux Compound is 50 cents, the value of the ingredients is 4 cents. (*From The Journal A. M. A., Nov. 20, 1915.*)

La Sage Complexion Treatment.—Pearl La Sage conducts a mail-order business from 2120 Michigan Blvd., Chicago. She separates the credulous from

their cash via the "beauty treatment" route. No matter how atrocious your complexion, send your money to Pearl La Sage, and you will "have a perfect complexion in ten days." Realizing that people's tastes differ, Pearl promises:

"You may have a pink, creamy or downy complexion just as you wish—and without any change in the treatment."

Physicians not infrequently find it impossible to help the complexion of women who are suffering from certain diseases. Realizing that the bad complexion is but a symptom and not a disease, the doctor naturally believes that the way to attack such trouble is to remove the cause. No such limitations hamper Pearl La Sage (although she admits that a bad complexion is frequently the result of bodily ills). Says Pearl:

"In ten days you can be the subject of wild admiration by all your friends, no matter what your condition of health."

"No matter what the cause, my ten day complexion treatment will give you a perfect complexion in ten days."

As is usual in such cases, it is probable that Pearl La Sage is really but a figure-head, the company being organized by three men. There seems to have been more or less connection between the Pearl La Sage concern and the Della Carson "beauty treatment" and Eloise Rae "bust developer," both conducted on the mail-order plan. There is, of course, nothing to show that the Pearl La Sage concern is not the business of Pearl La Sage herself. The usual stock-in-trade of the mail-order quack is used to sell this "ten-day" complexion treatment: misleading advertisements in such newspapers as are willing to take such material; booklets, freely illustrated with pictures of Pearl La Sage—pictures, by the way, which leave the casual observer in doubt as to whether it is a "complexion treatment" or a "bust developer" that is being sold; pictures, also, depicting hypothetical scenes, showing the dire effects of a bad complexion; and last, but not least, the inevitable follow-up letters.

"SOB STUFF"

The booklets of these mail-order fakers are an interesting study. In cases like those of Pearl La Sage, in which the pocketbook rather than the health is involved, such brochures will be found to furnish a good deal of amusement. One of the Pearl La Sage booklets contains a double-page picture of a ball-room, showing all the ladies with good complexions dancing, while an unfortunate female in the foreground with a much besplotched face is sitting out the dance alone. On another page is a pen drawing of a court scene, bearing the legend "The Divorce Courts Tell Their Tale of Complexion Value." A man and woman, presumably husband and wife, stand before the judge's bench, the woman with a bowed head—and, of course, pimply face—the man looking back toward the rear of the court room at an engaging young female with a clear skin. Again, a tear-stained, specklefaced wife gazes sadly at a grandfather's clock which points to a late hour. She sees, as in a vision, her belated husband dancing with a lady whose skin—and much is exhibited—seems to be all that could be desired. The legend reads: "The Neglected Wife Has Learned Bitterly the Value of a Perfect Complexion." It is this picture, evidently, that is referred to in another pamphlet sent out by Pearl, when she says:

"Think of the mad tragedies of wives sitting alone at home, watching the clock through tear-dimmed eyes, when they fear that some woman of a softer skin has coaxed their husbands from the paths of righteousness."

For fear that the reader may think this picture somewhat overdrawn, Miss La Sage gives the assurance:

"This is not dream-stuff, good sister; it is true and you know it and I know it, and every woman who has felt the bite of jealousy and desertion knows it."

Nor are the men neglected: "Complexion means as much to a man as to a woman." Thus runs the legend to a pen picture showing a jaunty young fellow, with effeminate features and the skin of a baby, being gazed at longingly by several boy-struck girls.

THE TREATMENT

"The price I have asked for my ten-day treatment is $10," but as Pearl wants your good will, she offers it to you at the ridiculously low price of $3. Wait a few weeks and a "follow-up" letter will give you a chance to get the treatment for $2. Further hesitation brings the offer down to $1 with a free copy of Miss La Sage's "Ten Stage Secrets of Beauty" thrown in for good measure. Those who send the money for the "New, Different, Scientific Treatment" of Pearl La Sage, receive 30 pale pink tablets and the same number of capsules, containing a coarse white powder. The recipient is warned not to swallow the tablets nor the capsules. To change a sallow, pimply skin into a

Develop Your Bust
In 15 Days
New Way Home Treatment
Instantly
Successful
I don't care how thin you are, how old you are, how fallen and flaccid are the lines of your figure or how flat your chest is, I can give you a full, firm, youthful bust quickly, that will be the envy of your fellow-women and will give you the allurements of a perfect womanhood that will be irresistible.
The Charm of a Full, Firm Bust Is Worth More to a Woman Than Beauty
ELOISE RAE
1325 Michigan Avenue, Suite 2286, Chicago, Ill.
Every Blemish Removed
In Ten Days
I WILL TELL EVERY READER OF THIS PAPER HOW—FREE
Your Complexion Makes or Mars Your Appearance
PEARL LA SAGE, former actress, who now offers to tell women of the most remarkable complexion treatment ever known
All Methods Now Kn

Typical advertisements of the Eloise Rae "bust developer" fake and the Pearl La Sage "complexion treatment." Both concerns seem to have originated from a common source.

perfect complexion in the short space of ten days: Dissolve one tablet in a quart of warm water and splash the water on your face at night; empty the contents of a capsule into a quart of cold water and splash your face again in the morning! That is all! One point that will tend to give an air of mystery to the scheme is the fact that when these pale pink tablets or white powders are dissolved in water, they produce a handsome carmine liquid. The report of analysis, which follows, explains this phenomenon:

LABORATORY REPORT

The Pearl La Sage Complexion Treatment consists of capsules and tablets of each of which there are about thirty. The contents of the capsules consisted of a coarse, white, odorless powder which had a strongly alkaline taste

and which incompletely dissolved in water to form a red, alkaline solution. The contents of 10 capsules weighed 12.7386 gm. or about 20 grains for each capsule. The tablets were a pale pink color and ten of them weighed 7.5160 gm. or nearly 12 grains each. The tablets were partially soluble in water to form a red solution having a strongly alkaline taste. Qualitative tests demonstrated the presence of a borate, a carbonate, sodium and phenolphthalein in the contents of the capsules. A borate, a carbonate, sodium, phenolphthalein and powdered talc were found in the tablets. Other substances were not present in appreciable amounts. In addition to the "complexion treatment," Pearl La Sage sends with it some of what she calls laxative "pills." These were small, brown tablets. Preliminary tests indicated that they contained some anthraquinone-bearing drug, probably extract of cascara and a trace of an alkaloid, probably strychnin.

SUMMARY

Evidently, therefore, the Pearl La Sage treatment consists essentially of a weak solution of ordinary soda and borax, with a little phenolphthalein as a coloring agent. And this is the mixture which is sold at an exorbitant price, under the claim that: "It heals, soothes, cleanses, softens and beautifies the skin, removing all impurities, pimples, blotches, blackheads, eruptions, sallowness or lack of color, muddy complexion, liver spots and other skin imperfections." When the public can be humbugged as easily as this, is it any wonder that actresses and others forsake the ill-paid drudgery of hard work for the "easy money" in quack mail-order schemes?—(*Modified from The Journal A. M. A., April 25, 1914.*)

Marie Medicis Poudre de Riz.—Analyzed in the McClure-Westfield Laboratories and reported by Professor Allyn to be composed of talc, zinc oxid and chalk. No starch detected.

McCorrison's Famous Diamond Lotion No. 1.—According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, Mrs. McCorrison's Famous Diamond Lotion No. 1 is put on the market by E. K. Guenther of Waldoboro, Maine, under the following claims:

"Will remove Moth, Tan, Freckles, Pimples, Blackheads, Salt-Rheum, Eczema and all the various affections of like character."
"It is unlike any other preparation for the skin and complexion."

The Connecticut chemists reported that it was essentially a solution of bichlorid of mercury in the strength of 28.2 parts of the corrosive sublimate to 1,000 of water. The stuff is a dangerous poison.—(*From The Journal A. M. A., Nov. 20, 1915.*)

Neal's Olivine.—This was a liquid soap put on the market by the To-Kalon Manufacturing Company of Syracuse, N. Y. Under the heading "Important to Physicians and Trained Nurses," the label bore the following claims:

"Neal's Olivine is a thoroughly Antiseptic soap, medicated with chemically pure borax, in the form of boroglycerine. It is of exceptional value in producing surgical cleanliness, unexcelled for removing dirt, softening and whitening the skin, healing chapped hands, and eradicating skin blemishes.
"Neal's Olivine will not injure the most delicate skin.
"Unexcelled for the relief of dandruff, falling hair, and shampooing the scalp."

On a circular that went with the bottle these further claims appeared:

"Olivine contains the pure oil of crushed olives combined with chemically pure borax in the form of boroglycerine.
"It is both an antiseptic and germicide."

A sample of Neal's Olivine was analyzed in the Bureau of Chemistry and the chemists reported that it was not made from olive oil, that it contained

no boroglycerin, and that it had neither antiseptic nor germicidal action. On March 20, 1914, the To-Kalon Manufacturing Company pleaded guilty to the charge of misbranding and the court imposed a fine of $20.—[*Notice of Judgment No. 3522; issued April 3, 1915.*]

Neal's Olivfoam.—The To-Kalon Mfg. Co. of New York City put out this product which the federal chemists declared was a solution of soap, borax and glycerin in water. The chemists reported further that the oil from which the soap was made was not all olive oil, but probably consisted of about equal parts of olive oil and coconut oil. The stuff was sold under the claim that "Neal's Olivfoam is a thoroughly Antiseptic Soap." This claim the federal officials declared was false and misleading because the preparation would have little, if any, antiseptic action. It was further declared misbranded in that the label indicated that the product contained 10 per cent. alcohol, when as a matter of fact it contained no alcohol. The curative claim: "Olivfoam overcomes the falling out of the hair by supplying nourishment to the hair roots," was declared "false and fraudulent and applied knowingly and in reckless and wanton disregard of its truth or falsity." The To-Kalon Company pleaded guilty and was fined $50.—[*Notice of Judgment No. 4415; issued Oct. 16, 1916.*]

Girls! Try This on Your Hands!
Make a Lemon Beauty Cream

Juice of lemons clears, softens and whitens the skin. Prepare a wonderful complexion lotion for a few cents!

"It seems that every girl and woman here is making lemon lotion," says a well-known druggist, and the reason is because at the cost of a small jar of ordinary cold cream they can prepare a full quarter pint of a creamy lemon skin softener and complexion beautifier by squeezing the juice of two fresh lemons into a bottle containing three ounces of orchard white. Care should be taken to strain the juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman has known for years that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan, and is the ideal skin softener, smoothener and beautifier.

Try it, girls! Get three ounces of orchard white at any pharmacy or toilet counter and two lemons from the grocer and make up a quarter pint of this fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It should naturally help to whiten, soften, freshen and bring out the roses and beauty of any skin. It is marvelous to smoothen rough, red hands.—Advt.

Orchard White.—This is another of the thousand-and-one toilet preparations whose chief virtue lies in the money-making possibilities they offer their exploiters. The advertisements of Orchard White emphasize the use of lemon juice as a "beautifier," the headline displays reading:

"Girls! Try This on Your Hands! Make a Lemon Beauty Cream."

"Lemon Juice Softens and Whitens Rough, Red Hands. Women can make a quarter pint of wonderful lemon beauty cream for a few cents. Nothing so good!"

"Lemon Juice For Freckles. Girls! Make beauty lotion at home for a few cents. Try it!"

"Lemons for Complexion. Juice of two lemons made into creamy lotion can be used to bleach, whiten and soften the skin."

Under such headings the advertisements advised using the juice of two lemons mixed with "3 ounces of orchard white." Throughout the advertisements the words "orchard white" are not capitalized, the obvious intent being to lead the public to believe that this "patent medicine" is an official drug. Analyzed by the state chemists of Louisiana, "Orchard White" was reported to be nothing more mysterious than a mucilage containing bismuth citrate, boric acid, alcohol and gum tragacanth. In commenting on this product, Dr. Dowling said: "Claims in the advertising, in addition to being very much exaggerated, are also false and misleading. The advertising of this preparation, to my mind, is particularly objectionable for the reason that it exploits a simple and harmless article—the juice of lemons—in order to lead the unsuspecting to purchase a product which might prove harmful."—(*From The Journal A. M. A., April 6, 1918.*)

Neroxin.—This is another one of the numerous "prescription fake" nostrums put out by the Cooper Pharmacal Company of Chicago. As has been mentioned before, the Cooper concern exploits its products in fake "Beauty Departments" under the name "Valeska Suratt." Here, for instance, is a paragraph from an advertisement put in the form of reading matter and supposed to be devoted to "Secrets of Remarkable Formulas Revealed by Valeska Surratt."

"Blackheads will be removed in a few minutes by first washing the face, then sprinkling some neroxin on the sponge, wet with hot water, and rubbing over the blackheads for a few minutes. Then wash the face again. The neroxin can be procured for fifty cents at any drug store."

According to a circular issued in January, 1917, by the Ohio Board of Agriculture, Neroxin "consists of practically equal parts of soap and borax."

Othine.—This is put on the market by a concern calling itself the "Othine Laboratories, Buffalo," and claiming to be the "proprietors of Mrs. E. C. White's Famous Prescription, Othine-Double Strength." Othine is sold as a "remover of freckles," and such claims as the following are to be found among the advertising:

"Othine is altogether unlike the old-fashioned skin remedies, complexion bleaches, lotions, etc., which irritate the skin beyond endurance."

"It is absolutely harmless to the most delicate complexion. . . ."

"If it contained a single injurious ingredient I certainly would not put it on my face."

Othine can be purchased at the drug stores—$2 for a 2½-ounce jar. Those who have written to the "Othine Laboratories" for information have received a series of circular letters signed "Mrs. E. C. White." In the first letter the correspondent was told:

"It requires at least a box of Othine to remove freckles. Samples would be too small to accomplish anything, therefore, I do not send them so please do not write me for samples. The full treatment of Othine will be sent you in a plain wrapper, charges prepaid on receipt of $2.00."

Some time later—the $2 not having been sent—another letter came from the "Othine Laboratories" offering the 2½-ounce jar of Othine for $1. This offer also was ignored and in due time a third letter came in which the offer was made that a 1-ounce package of Othine would be sent for 50 cents! Othine has been reported on by the state chemists of Connecticut, Indiana and Kansas. The reports all agree in essentials. According to the Connecticut chemists, Othine contains 7.7 per cent. bismuth subnitrate and 11.5 per cent. ammoniated mercury with a fatty base. Ammoniated mercury is a powerful

caustic poison. Yet the product containing it is sold under the claim that it is "absolutely harmless to the most delicate complexion."—(*From The Journal A. M. A., Nov. 20, 1915.*)

Palmer's Skin Whitener.—"Dr. Fred Palmer's Skin Whitener" was sold by the Jacobs' Pharmacy Co. of Atlanta, Ga. The Bureau of Chemistry reported that the product contained a poisonous and deleterious ingredient, namely, 7.85 per cent. mercury calculated as ammoniated mercury, mixed with a fatty base. It was sold under the claim that it was "absolutely harmless," which claim was false and misleading. It was also falsely and fraudulently claimed to be a remedy for all forms of eczema and skin eruptions. The company was fined $25 and costs.[1]—[*Notice of Judgment No. 4995; issued Jan. 30, 1918.*)

Perry's Moth and Freckle Lotion.—According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, this is put on the market by Brent Good & Co., New York City. According to these chemists, the preparation is another one of the bichlorid of mercury solutions containing in addition a small amount of a lead salt. The Connecticut report, commenting on the claim in the circular that this "lotion is for the safe and speedy eradication of moth patches, freckles and tan," says: "No preparation containing 16.5 parts of corrosive sublimate per 1,000 can be considered a 'safe' remedy even for external use."—(*From The Journal A. M. A., Nov. 27, 1915.*)

Rohrer's Artesia Cream.—This preparation was reported by Prof. L. B. Allyn of the McClure-Westfield Laboratories to contain ammoniated mercury in a saponifiable fatty base.

Rose-Kayloin.—This is another one of the preparations put out by the Blackburn Products Co., Dayton, Ohio. It is advertised in the "Dr. Lewis Baker" fake "health department." Rose-Kayloin, according to the reports of the Connecticut Agricultural Experiment Station (1915), is "essentially sulphur and potassium carbonate (salts of tartar), with small amounts of sodium carbonate (washing soda) and sulphur compounds."

This stuff is recommended in the Dr. Lewis Baker "Answers to Correspondents" for numerous conditions. For instance:

"Valentine:—A person afflicted with chronic ulcers, itching skin and constipation, as you say you are usually has frequent attacks of indigestion, causing the poisons of fermented food to be absorbed into the blood. This is manifested by pimples, ulcers, itching etc. I have had great success prescribing an ointment of rose-kayloin, 2½ drams; lanolin, 2 oz. Mix and apply to the skin or sores two or three times daily after a thorough cleansing with soap and water."

And then this:

"Katherine Anxious:—You ask for a preparation to remove freckles (and tan). I don't think well of face creams, but this face wash is most effective if persistently and regularly used. It removes tan and freckles by absorption: Potassium Carbonate 3 drams, Sodium Chloride 2 drams, Rose-Kayloin, 2½ drams (package), Orange Flower Water 2 oz., Rose Water 8 oz. Mix and apply two or three times daily as a face wash, permitting it to dry on the face."

Other conditions in which Rose-Kayloin—in various combinations—is recommended, are "blackheads, pimples, boils, sore spots, and large pores in skin of the face," also "eczema," "sty on the eyelids," "itching piles," etc.—(*Modified from The Journal A. M. A., Nov. 27, 1915.*)

Ruppert's Face Bleach.—"Mme. Ruppert's World Renowned Face Bleach" is put on the market by Mme. A. Ruppert Co., New York City. According to

1. Another consignment of this product was later seized in transit, declared misbranded and ordered destroyed by the court, according to *Notice of Judgment No. 5598*, issued April 15, 1918.

the *Report of the Connecticut Agricultural Experiment Station* for 1914, the label declares the presence of 6 per cent. alcohol. According to the Connecticut chemists the preparation is an alcoholic solution of bichlorid of mercury containing 4 parts of the mercury salt to 1,000. It also contains a small amount of benzoin. This dangerous poison, according to the same authority, "is falsely labeled 'harmless.'"—(*From The Journal A. M. A., Nov. 27, 1915.*)

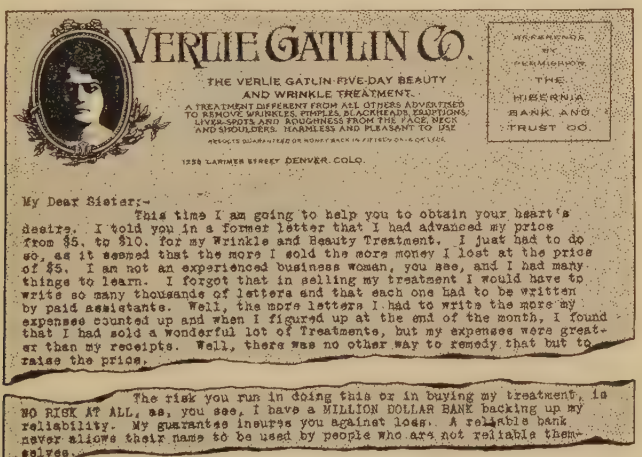
Stillman's Freckle Cream.—This product has been reported on both by the Indiana State Board of Health in its bulletin, *Medical Frauds,* and by Dr. Wiley in his book "1001 Tests." The preparation is put on the market by the Stillman Freckle Cream Co., Aurora, Ill., and advertised under such claims as:

"Freckles, tan or liver spots positively removed by using Stillman's Freckle Cream."

According both to Dr. Wiley and to the state chemists of Indiana, this preparation is another one of the ammoniated mercury pastes and as such is a dangerous caustic poison.—(*From The Journal A. M. A., Nov. 27, 1915.*)

Tan-a-Zin.—This is said to be put on the market by John A. Brown, Washington, Kan. It is another one of the "Complexion Beautifiers" and, according to the state chemists of North Dakota, has for its essential ingredient ammoniated mercury.—(*From The Journal A. M. A., Nov. 27, 1915.*)

Utopian Medicated Beautifiers.—This "beauty cream" was analyzed in the McClure-Westfield Laboratories and reported by Prof. L. B. Allyn to contain ammoniated mercury in a saponifiable base.



VERLIE GATLIN CO.

THE VERLIE GATLIN FIVE-DAY BEAUTY AND WRINKLE TREATMENT.

A TREATMENT DIFFERENT FROM ALL OTHERS ADVERTISED TO REMOVE WRINKLES, PIMPLES, BLACKHEADS, ERUPTIONS, LIVER-SPOTS AND ROUGHNESS FROM THE FACE, NECK AND SHOULDERS. HARMLESS AND PLEASANT TO USE

REMOVES GUARANTEED OR MONEY BACK IN FIFTEEN DAYS OR LESS

1238 LARIMER STREET DENVER, COLO.

PERMISSION TO USE THE HIBERNIA BANK AND TRUST CO.

My Dear Sister:—

This time I am going to help you to obtain your heart's desire. I told you in a former letter that I had advanced my price from $5. to $10. for my Wrinkle and Beauty Treatment. I just had to do so, as it seemed that the more I sold the more money I lost at the price of $5. I am not an experienced business woman, you see, and I had many things to learn. I forgot that in selling my treatment I would have to write so many thousands of letters and that each one had to be written by paid assistants. Well, the more letters I had to write the more my expenses counted up and when I figured up at the end of the month, I found that I had sold a wonderful lot of Treatments, but my expenses were greater than my receipts. Well, there was no other way to remedy that but to raise the price.

The risk you run in doing this or in buying my treatment, is NO RISK AT ALL, as, you see, I have a MILLION DOLLAR BANK backing up my reliability. My guarantee insures you against loss. A reliable bank never allows their name to be used by people who are not reliable themselves.

Mail-order fakers not infrequently use the names of banks to lend an air of respectability to their fraudulent business. Above is a reproduction (greatly reduced) of a typical form-letter sent out by the Verlie Gatlin concern. Notice that the letterhead states that the Verlie Gatlin Company has permission to use as a reference the Hibernia Bank and Trust Company; notice also the statement in the lower paragraph.

Verlie Gatlin's Wrinkle Remover.—The "Verlie Gatlin Beauty and Wrinkle Treatment" was a Denver mail-order concern owned and conducted by one Conrad E. Biel. Biel and his wife have also been engaged in other quackish schemes such as "obesity cures," "flesh builders," "weak men tablets," "cures for baldness," etc. According to the advertisements, the Verlie Gatlin treatment:

"Will banish wrinkles and face lines; will restore complexion; will remove superflous hair from face, hands, arms or neck; will develop the bust and restore fallen or shrunken breasts; will remove facial blemishes."

Biel appealed to the vanity and cupidity of silly women in this way:

"Learn how to regain your lost youthfulness and lovely complexion, how to make yourself Beautiful, lovable, envied by all."

Biel advertised — under the name "Verlie Gatlin" — that he would send free to all that wrote the "wonderful secret" of the "Verlie Gatlin Treatment." Those who answered the advertisement received not the "secret" but a more elaborate advertisement in the form of a booklet. It contained an alleged history of the "discovery" of the remedy by Verlie Gatlin, and was illustrated with pictures purporting to show Verlie's appearance before and after using the "treatment." The booklet and other circular matter sent out represented that the Verlie Gatlin treatment was different from all other preparations on the market sold for the same purpose and that it was practically infallible, so that any one who purchased it and used it without success might obtain a refund of the purchase price. Special emphasis was laid on the claim that the buyer was taking no risk because of the guarantee that the money would be refunded if the "treatment" did not accomplish all that was claimed for it within fifteen days.

WRINKLES MUST GO
Free to All
To every lady reader who writes me I will mail a free copy of my book, entitled MY BOOK OF BEAUTY. It tells you how to preserve, retain, or develop to its fullest possibilities the charm of your face and form. An entirely new way. Results in five days or less. A plain common sense home method of treatment; that delights and astonishes all. MY BOOK OF BEAUTY will tell you FREE, how you can remove the Wrinkles, Crow's Feet, Blackheads, Acne, Pimples and facial blemishes.
Remove your wrinkles and marks of age, my way—
NO MATTER WHAT YOU TRIED
My book tells you the reason of your past failures. My method has no record of failures. Throw away the Sticky Gums; Worthless Plasters; Harmful Instruments; Poisonous Washes, Expensive Vibrators or Cupping Devices, that never have helped you, and let me tell you how to
Restore the Bloom of Youth
Send me no money, as my Book of Beauty is FREE. It explains how all this can be done at home. Don't experiment with old useless methods any longer, that rob you of from 50c to $1. at a time. STOP NOW, and wait till you have my book. It will save for you the beauty you now have, or restore what has been lost. You will no longer need powder or cosmetics of any kind. Learn how to have a clear smooth skin such as nature bestows on the young.
MY BOOK TELLS YOU
How to obtain FREE in connection with all this, the secret of Removing Superfluous Flesh, if you are overweight. How to remove Superfluous Hair, if you are afflicted in that way. How to Develop the bust, if you are undeveloped. My book explains just how I give them away and WHY I DO SO. You want to know, so that you can begin at once to remove the wrinkles, and other marks of time. Write to-day as I only advertise at odd times, and you may not see the ad. again. ACT NOW.
VERLIE GATLIN, Dept. 216, DENVER, COLO.

A typical Verlie Gatlin advertisment.

UNCLE SAM INTERVENES

The concern was investigated by the federal authorities with the result that the Solicitor for the Post Office Department recommended that a fraud order be issued against Biel and the Verlie Gatlin concern because the scheme was one "for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises." The Solicitor's memorandum to the Postmaster-General, after setting forth the facts described, continues:

> "The evidence shows that the treatment so sold consists of a powder and a cleansing and emollient cream and a complexion mask to be worn during sleep. The ingredients of the powder and creams are well known and the whole method is one that is generally known and commonly used for the purposes for which prescribed. For this treatment Mr. Biel obtains remittances for five dollars ($5). That the treatment has not the efficacy pretended is shown by correspondence had by the inspector with persons who had used it. . . ."

"The main inducement by which this treatment is sold is the refund guarantee. The evidence shows that this guarantee is not kept in good faith. When a communication is received by Biel, in which the writer alleges that she purchased the treatment and was not satisfied therewith, it is his practice to advise the writer that her complaint will be given prompt attention and then fail to make any further reply to the communication unless the purchaser is persistent and writes again. In that event, it is the practice of Biel to ask the purchaser to state in what particulars the treatment was unsatisfactory and unless this information is forthcoming he fails to pay further attention to the complaint. Other letters from the purchaser are met with dilatory communications of the same nature; and the complaints in the case show that it is not the intention of Biel to make any refund except in cases where threats are made to report the matter to the Post Office Department or to take other drastic action."

VERLIE AS A FIGURE-HEAD

Although all the advertising matter, either definitely or inferentially, stated that Verlie Gatlin was the "discoverer" of the "treatment," and while all of the circular letters sent out were signed "Verlie Gatlin" and the printed return envelopes sent to prospective victims were addressed to "Miss Verlie Gatlin (Personal)," investigation showed that Verlie Gatlin had practically nothing to do with the business. To quote further from the Solicitor's memorandum:

"The evidence shows further that this treatment was not discovered by Verlie Gatlin and was never used in good faith by her. The whole enterprise is one of Biel's conception, Verlie Gatlin, who is now Mrs. Virgil E. Truitt, having no other connection with the company than to lend her maiden name to its promotion and to permit Biel to use her photographs in the exploitation of this treatment, under a contract which was entered into by her and Biel, after she had responded to an advertisement for a woman to pose for pictures to be used in advertising. Under this contract she was to be paid $25 for the use of her photographs and 2 per cent. of the net profits of the business.

"The photographs used in the advertising matter of the company were so taken as to make it appear as though Mrs. Truitt were quite homely before using the treatment and beautiful thereafter, when in fact her appearance was the same when she posed for each photograph. The intent with which this scheme was devised is indicated by the fact that Mr. Biel had Mrs. Truitt use this treatment one night in order that she might truthfully say that it had been used by her."

The Solicitor's report closes as follows:

"On Oct. 14, 1914, Biel was indicted by the Federal Grand Jury at Denver, Colo., on the charge of using the mails in the furtherance of a scheme to defraud in connection with this business, and is now held under bond awaiting trial. The postmaster at Denver reports that this concern and party are receiving daily an average of forty letters. I find that this is a scheme for obtaining money by means of false and fraudulent pretenses, representations and promises, in violation of Sections 3929 and 4041 of the Revised Statutes as amended, and therefore recommend that a fraud order be issued against Verlie Gatlin and Verlie Gatlin Company at 1775 Larimer Street, Denver, Colo."

The fraud order was issued Jan. 2, 1915.—(*From The Journal A. M. A., Sept. 18, 1915.*)

Wrinkle Lotion.—This product, put on the market by Sarah Thompson, Terre Haute, Ind., is, according to the bulletin, *Medical Frauds,* of the Indiana State Board of Health, sold under the claim that it removes wrinkles. The same authority declares that it contains the following:

Alum	7 per cent.
Glycerin	29 per cent.
Water	64 per cent.

The Indiana chemists further state that the stuff sells at 50 cents and the cost of the ingredients is 3 cents.—(*From The Journal A. M. A., Nov. 27, 1915.*)

Zintone.—This is another of the Cooper Pharmacal Company's nostrums that has been advertised as one of several "Remarkable Formulas Revealed by Valeska Surratt." Some of the claims that have been made for Zintone are:

"Produces faultless complexion quickly."
"It gives the skin a superb pinky whiteness, removes all muddiness and spots in a very short time."
"In a few weeks your complexion will be almost perfect with a bloom and freshness that is adorable."

This marvel has been reported on by the state chemists of Indiana, Kansas, Michigan and Connecticut. According to the latter, Zintone is a grayish white powder perfumed with vanillin and having the following composition:

Borax	23 per cent.
Stearic acid and soap	77 per cent.

—(*From The Journal A. M. A., Nov. 27, 1915.*)

II. PREPARATIONS FOR THE HAIR

Adora Hair Dressing.—According to the *Bulletin of the Kansas State Board of Health* for August, 1914: "The principal ingredient . . . was found to be wood alcohol, a dangerous poison. Wood alcohol is known to have caused blindness. The sale in Kansas of preparations containing wood alcohol is prohibited."

A. D. S. Hair Reviver.—The *Report of the Connecticut Agricultural Experiment Station* for 1914 states that this preparation is strongly alcoholic (27 per cent.) with a very small amount of solids, most of which is glycerin. Quinin, pilocarpin and a salicylate were found in extremely small amounts and cantharidin may also have been present in small quantity.

Allen's (Mrs.) Vita Hair Color Restorer.—Analyzed in the McClure-Westfield Laboratories and reported by Prof. L. B. Allyn to be a dilute ammoniacal solution of silver nitrate.

Allen's (Mrs. S. A.) World's Hair Color Restorer.—According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, this preparation "is a glycerin-water solution of lead acetate with considerable free sulphur." The report adds: "The use of any preparation, even externally, containing such a dangerous poison as lead acetate, must be deprecated."

Am-O-Tone.—This "dry shampoo," according to the *Report of the Connecticut Agricultural Experiment Station* for 1915, consists of "about 90 per cent. crystalline borax, 7 per cent. talc and 3.5 per cent. starch."

Barbo Compound.—This product, analyzed by the state chemists of Connecticut in 1915, was reported to have the following approximate hypothetical composition, based on analytical data:

Lead acetate	23 per cent.
Sulphur	23 per cent.
Glauber's salt	23 per cent.
Calcium chlorid	21 per cent.
Salt	3 per cent.
Water and undetermined	7 per cent.

The Connecticut report on this preparation closes with the statement: "The person who wishes to ruin his hair can hardly adopt a more certain means of doing so than to use a preparation containing lead acetate."

Beta Canthol.—The Indiana State Board of Health in the fourth edition of its pamphlet *Medical Frauds* has this to say about Beta Canthol: "A so-called hair tonic manufactured by the F. W. Scharff Company, of Chicago, that contains alcohol, resorcin, menthol, beta-naphthol and quinin. A bottle which costs 75 cents contains about 7 cents worth of this mixture."

Beta Quinol.—From the same source as that just quoted, we read regarding "Beta Quinol": "This preparation is sold by the Cooper Pharmacal Company, of Chicago, with the same claims that are made by the F. W. Scharff Company for their product Beta Canthol. They are practically identical in composition and further comment is therefore unnecessary."

It would not be surprising if Beta Canthol and Beta Quinol come out of the same bottle, for the F. W. Scharff Company and the Cooper Pharmacal Company do business from the same offices.

Brovene.—The fourth edition of the pamphlet *Medical Frauds*, published by the Indiana State Board of Health, has this to say about "Brovene": "Under this name, The Brovene Company of Detroit induces some people to pay seventy-five cents for five cents worth of borax. The claims and composition of this preparation are almost identical with those of Am-O-Tone."

Brownatone.—This preparation, put out by the Kenton Pharmacal Company, Covington, Ky., has been reported on by the State Chemists of Ohio, Indiana and Connecticut. The Connecticut report, issued in 1916, declares that the preparation is "a solution of iron and copper chlorids with pyrogallol, having a strongly acid reaction."

Canthrox.—This preparation is thus described by Dr. Harvey W. Wiley in his book "1001 Tests," revised edition: "Borax, soap and baking soda. A mixture that would dry out the natural oils and probably be injurious if continually used. Price out of all proportion to cost. Composition seems to vary from time to time."

Capthol.—According to the Indiana State Board of Health in the fourth edition of its pamphlet *Medical Frauds* "a seventy-five cent package contains three cents worth of the following mixture: Borax 43 parts, corn meal 57 parts."

Coconide.—This preparation, sold for shampooing purposes, is, according to the Indiana State Board of Health—*Medical Frauds*, fourth edition—"a mixture of 83 per cent. borax and 17 per cent. soap."

Cranitonic Scalp Food, Hair Food.—This preparation, put out by the Kells Co., Newburgh, N. Y., was analyzed by the Bureau of Chemistry at Washington. The federal chemists reported that the preparation contained 15 per cent. alcohol, and was essentially a watery-alcoholic solution of boric acid and glycerin colored and perfumed. The Kells Company was charged under the Food and Drugs Act with making false and fraudulent claims for the preparation by representing that Cranitonic was a cure for dandruff, would stop falling hair, would prevent gray hair and baldness and would do various other things which it could not do. The company was fined $50.—[*Notice of Judgment No. 3762; issued July 13, 1915.*]

Danderine.—This product, whose label declared the presence of 9 per cent. alcohol, was a yellowish-brown liquid with the odor of oil of bay. According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, "it is a dilute alcohol-glycerin solution containing small amounts of boric acid, salicylic acid, resorcin, capsicum and possibly cantharidin."

Dander-Off.—The C. Hughel Co., Indianapolis, Ind., were charged with shipping in interstate commerce a quantity of Dander-Off which was misbranded. The federal chemists reported that the preparation was an alkaline

solution of borax and white arsenic colored with coal-tar dye. It was claimed to be superior for all forms of dandruff and for all diseased and eczemic affections of the scalp and to be effective for restoring lifeless hair to good condition and causing the hair to grow more abundantly. These, and similar claims, were declared by the government to be false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The C. Hughel Co. was fined $50 and costs.—[*Notice of Judgment No. 4331; issued Aug. 8, 1916.*]

Dandru-Cide.—According to the Indiana State Board of Health—*Medical Frauds,* fourth edition—this product has been advertised as "The World's famous dandruff destroyer." According to the Indiana Board "it is entirely sal-soda and a one dollar package contains three cents worth."

Dorothy Vernon Shampoo.—The Indiana State Board of Health reports—*Medical Frauds,* fourth edition—that this product, put out by the Jennings Company of Grand Rapids, Mich., consists of 78 parts of soap and 22 parts borax.

Eggol.—This, another preparation put out by F. W. Scharff Company, Chicago, is reported by the Indiana State Board of Health—*Medical Frauds,* fourth edition—to contain 43 parts soap, 36 parts borax and 21 parts salts of tartar.

Fagret's Hair Tonic.—On Aug. 27, 1910, B. Lucien Brun, who did business as the L. Fagret Company, Baltimore, shipped a consignment of Fagret's Hair Tonic to the District of Columbia. On April 1, 1912, the United States Attorney for the District of Maryland filed information against Brun, alleging that the shipment of the consignment of hair tonic was in violation of the Food and Drugs Act. Some of the claims made on the label were:

"Fagret's Hair Tonic prevents baldness, makes the hair grow."
"It not only keeps the hair from falling out but also from turning gray."
"Prepared only by Mme. L. Fagret Devouges, specialist, hair and scalp."

The government chemists reported finding non-volatile matter, ash, glycerin, flavors, etc., in one of the samples analyzed, as well as:

Alcohol (by volume)	55.40 per cent.
Alkaloid (probably pilocarpin)	0.05 per cent.
Castor oil	8.66 per cent.

The preparation was declared misbranded because the label failed to bear a statement as to quantity of alcohol it contained. Brun was fined $5.—[*Notice of Judgment No. 1673; issued Sept. 27, 1912.*]

Goldman's (Mary T.) Gray Hair Color Restorer, No. 1.—This preparation, according to the *Report of the Connecticut Agricultural Experiment Station* for 1914 "is a weak ammoniacal solution of silver nitrate." The preparation, of course, does not "restore" the color of the hair but merely dyes it, due to the silver nitrate (lunar caustic) present.

Graham's Orcine.—According to the state chemists of North Dakota—*Special Bulletin,* August, 1914—this preparation is put out by Graham Bros. & Co., Chicago, and on analysis was found to contain soap and borax.

Hairwand Powder.—This, according to the *Report of the Connecticut Agricultural Experiment Station* for 1914, was found on analysis to consist of "about 44 per cent. common salt, 47 per cent. crystallized borax. 4 per cent. sodium salicylate and 5 per cent. of water and volatile matters, with small amounts of resorcin and possibly capsicum."

Hay's Hair Health.—Says the *Report of the Connecticut Agricultural Experiment Station* for 1915: "This is simply one of the familiar glycerin-

water solutions of lead acetate, with considerable free sulphur. The use of any preparation, even externally, containing such a dangerous poison as lead acetate is unsafe."

La Creole Hair Dressing.—We are told in an advertisement in the Roanoke (Va.) *World-News* of Feb. 25, 1918, that "La Creole Hair Dressing Restores Original Color to Your Gray Hair." Further, we are asked to believe that this preparation is "No Dye" and does its work because it "Revives Color Glands." To quote:

"La Creole revives the natural color glands. In a short time you will be delighted to see all your gray hair (and entire head of hair) turn to the natural lustrous dark color your hair used to be. Not even a trace of gray will show—but all your hair will be an evenly dark shade."

". . . get the original Hair Color Restorer—La Creole."

While in the newspaper advertisements "La Creole" is still a "hair restorer," on the trade package it is a "hair dressing." It used to be a "hair restorer" on the trade package but the manufacturers now blandly announce that "to comply with the Food and Drugs Act the name was changed from 'restorer' to 'dressing' . . ." Lying on the trade package is, since the Food and Drugs Act went into effect, likely to prove expensive; lying in newspaper advertisements is still safe and, therefore, in keeping with the ethics of the "patent medicine" business. La Creole was analyzed by the Louisiana chemists who reported:

"This product consists of a perfumed solution containing lead acetate, sulphur and glycerin, alcohol and water. The action of the lead acetate and sulphur forms a lead sulphid compound which is dark brown thus giving hair a dark brown color."

From this it will be seen that La Creole, in addition to being advertised under lying claims, is one of those dangerous lead-containing mixtures whose use may give rise to symptoms of poisoning.—*(From the Journal A. M. A., April 6, 1918.)*

Exelento Quinine Pomade.—This preparation, which seems to be heavily advertised in the South, bids apparently for the colored trade. A typical advertisement consists of a picture of a negress with long wavy hair accompanied by the claim:

"Kinky hair made to grow long, soft and silky by using Exelento Quinine Pomade."

Other claims, made, of course, in newspapers and not in the trade package—for the latter would subject the manufacturers to prosecution under the Food and Drugs Act—are:

"Don't be fooled by using some fake preparation which claims to straighten your hair. Kinky hair cannot be made straight; you are just fooling yourself by using it. You have to have hair before you can straighten it. Now this Exelento Quinine Pomade is a hair grower. . . ."

"Don't let some fake Kink Remover fool you. You really can't straighten your hair until it is nice and long. That's what Exelento Quinine Pomade does, removes dandruff, feeds the roots of the hair and makes it grow long, soft and silky."

This preposterous fake was analyzed by the Louisiana state chemists who reported the following findings:

Petrolatum ("Vaseline")	91.84 per cent.
Liquid Paraffin with trace of Oil of Gaultheria	6.18 per cent.
Sulphur	1.29 per cent.
Other substances, including trace of quinin	0.098 per cent.

It would seem from these findings that calling this stuff a "Quinine Pomade" constitutes a definite misbranding under the Food and Drugs Act. Aside from

this fact, however, it is a sorry commentary on the business ethics of great newspapers that they will accept the advertisement of so obvious a humbug.—(*From The Journal A. M. A., April 6, 1918.*)

Instantaneous Hair Colorine.—This preparation was analyzed in the McClure-Westfield Laboratories, and reported by Prof. L. B. Allyn to consist essentially of an ammoniacal solution of copper, probably copper sulphate precipitated by ammonium carbonate, and a solution of pyrogallic acid.

Liquid Arvon.—This preparation is put out by the R. L. Watkins Co., Cleveland, Ohio, and is a perfumed, brown solution with a green fluorescence. According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, Liquid Arvon "is an extremely dilute alcohol-glycerin solution containing salicylic acid, potassium carbonate and possibly resorcin."

Lavona de Composée.—This preparation, put out by Tokalon, Inc., New York, according to Dr. Harvey W. Wiley—"1001 Tests," revised edition—consists essentially of alcohol, 25 per cent., salicylic acid, glycerin and some saponin-like substance with a suggestion of oil of bay and water. Dr. Wiley holds as unwarranted the claims that this preparation is "an unrivaled hair tonic" and that it "contains the most efficacious drug known for stimulating the activity of the hair growing follicles as well as the pigment-forming cells."

Lavox Shampoo Powder.—This preparation is thus described by Dr. Harvey W. Wiley in his book "1001 Tests," revised edition: "Soap and borax. Claims that it does not make the hair dry and brittle and should be used once a week and does not destroy the oil of the scalp, obviously misleading."

Mexican Hair Tonic and Nit Killer.—According to the label, this product was "the best hair tonic" and would "keep the hair from falling and keep the scalp free from dandruff." A consignment shipped in October, 1910, by Leo A. Hogg, trading as the Mexican Roach Food Co., Buffalo, was seized in transit. When analyzed by the Bureau of Chemistry it was found to consist of soap, borax, delphinine, alcohol (3.5 per cent.) and water. As the word "Mexican" was misleading, since the product was not of Mexican origin or manufacture; as the product contained delphinine, a poisonous substance, and therefore was not "perfectly harmless" as claimed; as it also contained borax, a mineral substance and hence was not "purely vegetable" as claimed; and as the alcohol content was incorrectly printed on the label, the nostrum was obviously misbranded. On May 12, 1914, the court imposed a fine of $10.—[*Notice of Judgment No. 3407; issued Jan. 11, 1915.*]

Monte Christo Rum and Quinin.—The Monte Christo Cosmetic Company of New York City, which was a trade style used by one Albert Edelstein, shipped in interstate commerce a product labeled "Monte Christo Rum and Quinin for the Hair." The claims for the preparation were:

"Cools and invigorates the Scalp. Prevents the hair from falling out. Removes and prevents dandruff, imparting to the hair a delightful perfume."

A sample of the product was analyzed by the Bureau of Chemistry, and the chemists reported the following results:

Ethyl alcohol	18.5 per cent.
Wood alcohol	42.0 per cent.
Quinin (grams per 100 c.c.)	0.28 per cent.

This preparation was declared adulterated in that its purity and strength were inferior to the professed standard under which it was sold, in that wood alcohol had been substituted for part of the rum. It was declared misbranded because the label was false and misleading and likely to deceive the purchaser into the belief that the product was composed of rum and quinin, when as a

matter of fact it was composed of rum, quinin and wood alcohol. It was further declared misbranded in that it bore a serial number that did not belong to the Monte Christo Cosmetic Company; and in that the label failed to bear a declaration of the quantity of alcohol the preparation contained. Albert Edelstein was fined $50.—[*Notice of Judgment No. 2321; issued May 21, 1913.*]

Nathalina.—This preparation was a hair dye put out by a Mexican concern and came in two bottles. These were examined in the McClure-Westfield Laboratories and reported to be (1) a solution of lead acetate, or sugar of lead, in glycerin, and (2) a solution of a sulphid preparation, probably sodium sulphid, with free sulphur and syrup of glucose, dextrine or some invert sugar.

Parisian Sage Compound.—This preparation, containing 12 per cent. alcohol, is a lavender-perfumed, yellowish-brown liquid. According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, it "appears to be an alcoholic infusion of sage and small amounts of resorcin, capsicum, glycerin and possibly cantharidin."

Parker's Hair Balsam.—Dr. Harvey W. Wiley in his book "1001 Tests" says of this preparation, which is put out by the Hiscox Chemical Works: "A solution of lead acetate with suspended sulphur. The lead salt is poisonous."

Phoenix Seminola Hair Restorer.—This product was shipped in January, 1911, by the Fitzpatrick Drug Co. of Helena, Ark. When analyzed by the Bureau of Chemistry it was found to be a water-alcohol solution, containing lead, sulphur, cinchona alkaloid and bay rum. As the alcohol content was not declared on the label the product was declared misbranded. On March 14, 1912, the company pleaded guilty and was fined $50 and costs.—[*Notice of Judgment No. 2716; issued March 5, 1914.*]

Plain Yellow Minyol.—This is put out by the Prescription Products Company of Dayton, Ohio. According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, it "is composed of 77.25 per cent. common salt, 2.23 per cent. fatty base and 15.47 per cent. water, with small amounts of camphor oil, oil of rose and possibly menthol."

Pyroxin.—This preparation, sold by the "prescription fake" method, is exploited as an eyebrow and eyelash grower, for example:

"Plain Pyroxin applied to thin, straggly eyebrows with finger tips causes them to grow in thick and beautiful."

"Eyelashes will come in long and curly if Pyroxin is applied to the roots with forefinger and thumb."

This nostrum has been the subject of reports by the state chemists of North Dakota, New Hampshire, Indiana, Ohio, Kansas and Michigan. These reports agree in exposing Pyroxin as being essentially perfumed vaseline! According to the Indiana State Board report, while this stuff sells for $1 a package, the cost of the ingredients is 2 cents.—*(From The Journal A. M. A., Nov. 27, 1915.)*

Q-Ban Hair Color Restorer.—This preparation has been advertised (in newspapers, which are not subject to the limitation prescribed by the federal Food and Drugs Act) as "NOT a dye." It *was* a dye! It has been also advertised (in newspapers) as "harmless." It was *not* harmless! It has been further claimed (in newspapers) that Q-Ban "will bring back the natural color of your hair." It would do nothing of the sort! One case of lead neuritis (nerve inflammation) and two cases of dermatitis (inflammation of the skin) of the forehead, neck and face following the use of "Q-Ban," have been reported to THE JOURNAL. The preparation has been analyzed by the state chemists of Connecticut who summarized their findings as follows: "This is a perfumed, alcohol-glycerin solution of 1.68 gm. per 100 c.c. of lead acetate, containing 3.08 gm. of

free sulphur in suspension. It is simply one of the many familiar lead acetate-sulphur preparations, and its use is by no means free from danger." On April 16, 1917, the Commissioner of Health of the city of Cleveland, Ohio, notified dealers in that city to discontinue the sale of "Q-Ban Hair Color Restorer" on the grounds that the preparation was misbranded within the meaning of the Cleveland laws "in that the claims made for this product are false and fraudulent, and it is further prohibited because it contains the poison, lead acetate, and its sale is therefore a menace to public health."

Quintone.—This preparation, according to the Indiana State Board of Health—*Medical Frauds,* fourth edition—consists of sodium thiosulphate 80 per cent. and borax 20 per cent. Sodium thiosulphate is better known as the "hypo" used by photographers.

Quinzoin.—Baking soda, 37 per cent., quassia bark, 60 per cent. and a trace of quinin constitute the composition of this preparation according to the Indiana State Board of Health—*Medical Frauds,* fourth edition.

Scheffler's Instantaneous Colorine.—This is a two-solution hair dye, the preparation coming in two 2-ounce bottles labeled respectively "1" and "2." Prof. Lewis B. Allyn reports that this product has been analyzed in the McClure-Westfield Laboratories and that the chemists found that bottle No. 1 "consists almost entirely of a solution of pyrogallic acid" while bottle No. 2 contains "a solution of copper ammonium sulphate."

Simplex Hair Coloring.—This hair dye has been examined in the McClure-Westfield Laboratories and Prof. Lewis B. Allyn reports that the dollar package consists of two 2-ounce bottles of liquid labeled "A" and "B," respectively. The liquid in bottle "A," according to these chemists, "consists principally of paraphenylen diamin" while that in bottle "B" was hydrogen peroxid. The dangerous character of paraphenylen diamin has long been known. A number of cases of poisoning from the use of hair-dyes containing this drug, are on record.

Swissco.—This is put on the market by the Swissco Hair Remedy Company of Cincinnati, Ohio, and the label declares the presence of not over 14 per cent. alcohol. According to *Notice of Judgment No. 3585, issued May 14, 1915,* the federal authorities seized 80 cases, each containing 72 cartons of Swissco, and charged the concern with misbranding their preparation. The claim had been made that this preparation "stops falling hair, imparts color to gray or faded hair; removes dandruff, relieves scalp diseases and promotes hair growth." These claims were declared to be false, fraudulent and misleading. A judgment of condemnation and forfeiture was entered and the stuff was released on bond. According to the state chemists of North Dakota—*Special Bulletin,* July and August, 1915—this product is a "lead acetate and sulphur preparation containing a little alcohol and glycerin."

Therox.—According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, this preparation "consists essentially of 93 per cent. of borax and 7 per cent. of talc or a similar substance."

Walnut Oil.—Henry A. Mayor, who did business under the name, Mayor Walnut Oil Co, Kansas City, Mo., shipped a consignment of so-called Walnut Oil. Some of the claims made on the label were:

"Hair color restorer."
"Nature's own remedy."
"Simplest and best on earth."
"A strictly vegetable remedy."
"The only hair dye on earth made from pure vegetables and oils."
"It will cause hair to become soft, bright and glossy as in youth."

The government chemists reported that, in addition to nonvolatile matter and ash, they found:

Ammonia.
Silver (calculated as silver nitrate).
Unidentified oil (not walnut oil).

The government declared the product misbranded because it was labeled "a strictly vegetable remedy," which it was not, and further because it was labeled "walnut oil" when, in fact, it contained no walnut oil. The court ordered the case dismissed on the payment of the costs.—[*Notice of Judgment No. 1677; issued Sept. 27, 1912.*]

Walnutta Hair Stain.—According to the report of Prof. L. B. Allyn of the McClure-Westfield Laboratories, analysis of this product showed it to consist principally of pyrogallol, a compound of copper, with a small amount of iron.

JANUARY
FEBRUARY
MARCH
APRIL
MAY
In Just Five Months
WYETH'S
SAGE AND SULPHUR
HAIR RESTORER
Grew a Full Growth of Hair On a Bald Head
Here's the Proof
The birthright of every man, woman and child—a full, healthy head of hair. If your hair is falling, if it is full of dandruff, or if it is faded or turning gray, it is diseased and should be looked after without delay.
WYETH'S SAGE AND SULPHUR HAIR RESTORER, a true Hair Tonic and Restorer, removes dandruff in a few days, stops hair falling in one week, and starts a new growth in a month.
IT IS NOT A DYE
and does not soil the skin nor injure the hair; but it is an ideal hair dressing that will restore faded and gray hair to natural color and keep the hair soft and glossy.
50c. and $1.00 a Bottle—At all Druggists
Or Sent Direct, Express Prepaid, Upon Receipt of Price
Wyeth Chemical Company, 74 Cortlandt Street, New York City, N. Y.

Wildroot Dandruff Remedy.—This preparation, put on the market by the Wildroot Chemical Company, Buffalo, N. Y., is thus characterized by Dr. Harvey W. Wiley in his book "1001 Tests," revised edition: "Contains arsenic, and some phenolic body, probably resorcin; perfumed and colored. The trace of alkaloidal material present was too small for identification. Contains 40 per cent. of alcohol, as declared, and less than ½ of 1 per cent. of non-volatile matter. Claims that it is an herb compound and a positive remedy for eczema and dandruff obviously untenable."

Wyeth's Sage and Sulphur Hair Remedy.—This nostrum was analyzed by the federal chemists and found to contain sulphur, lead acetate, glycerin and cayenne pepper. The government charged that this product was misbranded in that the name "Sage and Sulphur Hair Remedy" was false and misleading because it indicated to the public that the preparation contained sage and sulphur, harmless medicinal agents, as its principal and most active ingredients, when, as a matter

of fact, its principal and most active ingredient was lead acetate, a poisonous and dangerous substance. The company pleaded guilty and was fined $50. In entering its plea of guilty the company declared that it did not consider that it was guilty but that it was unwilling to fight the case in the courts for the reason that it considered the questions involved "would be purely academic." —[*Notice of Judgment No. 4486; issued Nov. 13, 1916.*]

III. DEODORANTS, DEPILATORIES, ETC.

A. D. S. Peroxide Talcum Antiseptic and Deodorant.—"A. D. S. Peroxide Talcum Antiseptic and Deodorant," another preparation of the American Druggists' Syndicate, was sold under such claims as:

"This powder contains a peroxid."
"The wonderful antiseptic and germicide."

A sample of the product was examined by the Bureau of Chemistry which reported that the preparation "contained no antiseptic properties" and that

A typical advertisement of "Calocide."

analysis "failed to reveal the presence of either peroxids or antiseptics." In view of these findings the federal officials charged that the stuff was misbranded because of the false and misleading claims made therefor. The company withdrew its first plea of not guilty and entered a plea of guilty and the court imposed a fine of $25.—[*Notice of Judgment No. 4056; issued Feb. 25, 1916.*]

Absorbit.—The Indiana State Board of Health—*Medical Frauds,* fourth edition, states that a twenty-cent package of Absorbit contains about two cents worth of the following mixture:

Boric acid	18 parts	Alum	10 parts
Magnesium carbonate	40 parts	Calcium carbonate	22 parts

Calocide.—Advertisements of Calocide have described it as a "positive cure for all foot trouble." According to one advertisement, when Calocide is used:

"All pain disappears instantly and the feet feel simply delightful. Corns and callouses can be peeled right off. Bunions, aching feet and sweaty, smelling feet get immediate relief"

This marvelous compound, which is also recommended for "frost bites, chilblain, burning, aching tender feet" is put on the market by the Medical

Formula Laboratories of Dayton, Ohio, and Chicago. Various chemists have analyzed this preparation and their reports agree in essentials. The following are results reported by the state chemists of Connecticut:

Common salt, about	22.44 per cent.
Borax, about	37.58 per cent.
Alum, about	39.35 per cent.
Tannin	Small amount

Dr. Harvey W. Wiley, who has also analyzed the preparation, states in his book "1001 Tests" that Calocide "might be very drawing and drying to the feet, undesirably so under some conditions."—(*From The Journal A. M. A., Oct. 16, 1915.*)

The Cunningham Depilatories.—Most of THE JOURNAL'S readers remember its exposure of an impudent mail-order fraud known as "Marjorie Hamilton's Obesity Cure." This concern was operated by one Walter C. Cunningham. Later, it seems, Cunningham turned his attention to another line of business. He started a "mail-order school" for teaching the mail-order business. His first series of advertisements stated:

"With $100 and an idea, I built a business that brought me $650,000 in eighteen months."

Those who answered the advertisement received a series of follow-up letters from Cunningham written in his most engaging style. Briefly, the offer was this: Send $15 cash and promise to pay an additional $85 at the end of six months, if "you are entirely satisfied with your profits." For this Cunningham offers to "furnish you thousands of names of my customers from my books," as soon as he receives the initial $15. Presumably these names are those of victims who have answered the advertisements of his previous mail-order frauds.

To show how "easy" the public is, Cunningham describes a case in which a woman "started a mail-order business with a beauty cream costing her 5 cents a jar, which she is now selling for $5 a jar." Says Cunningham, with more eloquence than accuracy:

" 'There is a Time and Tide in the Affairs of Men which taken at its Ebb Leads on to Fortune.' "

When selling the Marjorie Hamilton Obesity Cure Cunningham first asked $15, but to those who were slow nibbling his bait, he would finally sell it for $1. So in his mail-order school while he first asks $100, payable $15 cash and $85 in six months' time, you can get it at a marked reduction, if you wait long enough. The third or fourth follow-up letter says:

"Send only $10 for everything complete and we will forget the balance. . . ."

And if you still hold off, he comes down a month later to $5.

"Now, if you can make up your mind that you really want to be independent for life and get into the mail-order business in deep, determined, dead earnest, and accept my offer of a Complete Course of Twenty Money-Getting Plans for Swift and Sure Mail Order Success, with all these wonderful plans, including absolutely free a full year's Advice, Ideas, Suggestions and General Business and Advertising Assistance from me personally, I will be willing to accept your remittance right now of Five Dollars for it all, and send you the Combined Mail Order Course and all the wonderful benefits that go with it."

That cupidity and ignorance may be appealed to by the Cunningham advertisements has recently been proved. A Chicago paper contained in its Sunday issue three classified advertisements all worded alike but emanating from different addresses. These advertisements read:

FREE TO LADIES—The greatest superfluous hair remover treatment known; positively eradicates superfluous hair growths quickly. Liberal sample sent prepaid. Write quickly and beautify your face immediately. Address.....

The three addresses to which the readers were directed to write were:
Mrs. Arthur Everett, Providence, Rhode Island.
D. W. McNeal, Chicago, Illinois.
The Home Supply Company, Kokomo, Indiana.

Those who answered these advertisements received letters in imitation typewriting all worded alike except that the name of the product was different. Mrs. Everett, for instance, referred to her stuff as "Everett's Hair Foe"; D. W. McNeal had christened it "McNeal's Velvet Skin Depilatory"; while the Home Supply Company referred to it as "Our Velvet Skin Depilatory." One other minor difference was found in the letters. The Home Supply Company offers the stuff for $2.50, McNeal wanted $3, while Mrs. Everett requires $5.

In each case, samples were received—and the samples were all alike. The depilatory is a pale yellow powder having an odor of hydrogen sulphid. The instructions are to make a paste of the powder with a small amount of water and apply the paste to the hair that is to be removed. The powder was examined in the Association's laboratory and found to consist of barium sulphid and starch. Commercial barium sulphid is an inexpensive product and one wonders whether Mr. Cunningham had this particular fake in mind when he wrote the following, which appears in the booklet, "How to Achieve Mail-Order Success," sent to those who answer his advertisements:

"Let us suppose for instance just as an illustration, that when you get my Mail Order Course you decide to offer a certain preparation desired by millions of women. . . . Now, for example, we will assume you have selected the preparation I speak of. My Course will show you how and where to buy two pounds of this delightful preparation for about twenty-five cents. That will give you two pounds of the material ready for use. It takes two ounces of the preparation to make a complete outfit, or a complete treatment, which would last the customer one month. That two ounces you would sell for $5.00 (that is about the price that these special articles are sold for by mail)."—(*From The Journal A. M. A., April 19, 1913.*)

Depilagiene.—This product, whose full title is "Franco-American Hygienic Depilagiene," is one of a large number of toilet preparations put on the market by the Franco-American Company of Chicago. In a booklet issued by the Franco-American Hygienic Company, we read that "Depilagiene is an objectionable hair remover," which seems to be the concern's way of saying that it is a remover of objectionable hair. An original bottle of Depilagiene was submitted to the Association's laboratory for examination. The report of analysis follows:

> "The bottle of Depilagiene contained 18.5 grams of a pink powder having an odor resembling that of oil of citronella. Qualitative tests showed the presence of barium, sulphur, sulphid, sulphate, and small amounts of aluminum and calcium; aromatic oils and a red dye were also present. Essentially, the product is a mixture of barium sulphate, barium sulphid, sulphur and starch. Quantitative investigation of the active ingredient, barium sulphid, was made, and disclosed the presence of 22.6 per cent. of this drug. As commercial barium sulphid contains only about 50 per cent. of the pure chemical, Depilagiene probably contains approximately 45 per cent. of the commercial drug."

It will thus be seen that Depilagiene has no claim to originality, as practically all the chemical "hair removers" are composed of some form of sulphid. Naturally, the preparation is likely to cause more or less irritation of the skin, the amount depending to some extent on the way in which it is used, and to an even greater extent on the tolerance of the individual skin. Like all chemical depilatories, the use of Depilagiene must make the hair coarse.—(*From The Journal A. M. A., March 8, 1919.*)

Delatone.—The depilatory is a gray powder of unpleasant odor. According to the *Report of the Connecticut Agricultural Experiment Station* for 1914, it

"is a mixture of about 19.35 per cent. barium sulphid, 1.63 per cent. barium sulphate, 66.29 per cent. starch, 7.85 per cent. water and volatile matter, with 4.88 per cent. undetermined matter."

Delol.—This depilatory, according to the Indiana State Board of Health—*Medical Frauds,* fourth edition—contains:

Barium sulphate	14 per cent.	Calcium carbonate	3 per cent.
Barium sulphid	14 per cent.	Zinc oxid	17 per cent.
Sulphur	4 per cent.	Starch	48 per cent.

De Miracle Hair Remover.—In his book "1001 Tests," revised edition, Dr. Harvey W. Wiley has this to say about De Miracle: "An aqueous solution of sodium sulphid containing sulphur with a trace of sodium sulphite and perfumed with bay rum. Very extravagant claims are made for this simple preparation, which merely removes the hair superficially."

El Rado.— This depilatory, according to the Indiana State Board of Health—*Medical Frauds,* fourth edition—is composed of sodium sulphid, 5 per cent.; glycerin, 10 per cent., and water, 85 per cent.

Fluvol Powder.—This "hair remover" has been analyzed by the state chemists of Connecticut and, according to the *Report of the Connecticut Agricultural Experiment Station,* 1914, the following composition is indicated: Barium sulphid, 14.69; barium sulphate, 13.91; starch, 24.05; water and volatile matter, 3.17, and talc, by difference, 44.18.

Hudson's Hindoo Hair Destroyer.—Mrs. Frederica Hudson's Hindoo Hair Destroyer was analyzed by the McClure-Westfield Laboratories and reported by Prof. L. B. Allyn to be essentially a paste made from starch, sodium sulphid and aromatics.

Modene.—The Indiana State Board of Health—*Medical Frauds,* fourth edition—gives to this depilatory the following composition: Calcium sulphid, 9 per cent.; magnesia, 20 per cent., and talc, 65 per cent.

Mum.—This preparation, put out by the Mum Manufacturing Company, Philadelphia, was analyzed by the Connecticut chemists in 1914, who reported that it was essentially zinc oxid, 14.3 per cent. and benzoic acid (possibly derived from benzoin), 3.3 per cent. and a fatty base. Dr. Harvey W. Wiley in his book, "1001 Tests," says of it: "A harmless deodorant consisting of fat with benzoic acid and zinc oxid. No special claims made. Efficacious in some cases."

Non-Spi.—This preparation is put on the market by the Non-Spi Company ("successors to the R. L. Co.") Kansas City, Mo. It is sold as a preventive of perspiration in the arm pits. It was analyzed by the chemists of New Hampshire who reported, in the *Quarterly Bulletin* of the State Board of Health, July-October, 1916, that it "consists of a solution of alum, with some iron in dilute hydrochloric acid." The report further adds: "The statement 'perfectly harmless,' not justified."

O-Do-Cure.—This deodorant, made by the O-Do-Cure Toilet Company of Chicago, was examined in the Association's laboratory in 1916. The chemists reported that a solution essentially similar could be compounded as follows:

Salicylic acid	1 grain
Boric acid	30 grains
Alcohol	3 fluidrams
Perfume	sufficient
Water	to make 1 fluidounce

Odor-o-no.—This is sold as the "anti-dress-shield toilet water." Some of the older claims made for this product were:

"Keeps the armpits free, dry and natural."
"Eliminates excessive perspiration. . . ."
"A perfect antiseptic and a superior deodorant."
"Guaranteed by the manufacturer to be absolutely harmless."
"It restores the skin secretions to normal."

Odor-o-no has been extensively advertised and evidently has a large sale. In view of numerous inquiries received, it was thought worth while to analyze "Odor-o-no" in the Association's laboratory and in December, 1913, an analysis was made. The report follows:

LABORATORY REPORT

"Two original, sealed bottles of 'Odor-o-no,' manufactured by the Odorono Company, Cincinnati, Ohio, were purchased by the Chemical Laboratory of the American Medical Association, from a local supply house, and subjected to a chemical examination. The bottles contained a rose-scented, red liquid, which was acid to litmus paper. The specific gravity of the liquid was 1.16. The following constituents were demonstrated to be present: aluminum, sodium, chlorid (traces of sulphate) and a red dye.

"The quantitative relations were found to be as follows:

Aluminum (Al)	3.38 per cent.
Chlorid (Cl)	14.12 per cent.
Sodium (Na)	0.17 per cent.
Water and perfume (by difference)	82.33 per cent.

"Inasmuch as the solution was acid, the difference between the chlorid found and that calculated from the percentage of aluminum and sodium present is attributed to free hydrochloric acid. Calculation shows 100 c.c. of the solution to be composed essentially as follows:

Aluminum chlorid ($AlCl_3,6H_2O$)	38.8 gm.
Hydrogen chlorid (HCl)	0.86 gm.
Sodium chlorid (NaCl)	0.48 gm.
Water and aromatics to make	100 c.c.

"A third sealed bottle was purchased Nov. 15, 1913, directly from the manufacturers. Aluminum chlorid was found to be present as the essential constituent in this specimen also, and a trace of sulphate was found. For practical purposes 'Odor-o-no' may be looked on as a 33 per cent. solution of aluminum chlorid (hydrous)."

Since this analysis was made the formula of the product seems to have been somewhat modified. The claims, too, are considerably less exaggerated.

Perspi-No.—The Indiana State Board of Health—*Medical Frauds,* fourth edition—states that Perspi-No is a simple mixture of the following:

Calcium carbonate	10 per cent.	Salicylic acid	22 per cent.
Boric acid	20 per cent.	Talc	42 per cent.

Perspiro.—A physician wrote to THE JOURNAL: "A medical friend wrote a prescription for one of his patients for excessive sweating of the feet, the formula being that of the well-known Thiersche's powder:

		gm.		
℞	Salicylic acid	1	or	gr. xv
	Boric acid	10		ʒiiss

"The patient discovered he had a 'good thing' and has placed it on the market under the euphonious name of 'Perspiro.' He sells with the powder twelve 1-grain tablets of permanganate of potash with instructions to soak the feet each night in hot water in which is dissolved one of the permanganate tablets. The salicylic acid in the powder attacks the socks so that they are soon full of holes."—*(From The Journal A. M. A., Dec. 26, 1908.)*

Sulfo-Solution.—The *Report of the Dairy and Food Commissioner* of Michigan for 1914 states that this depilatory consists of sodium sulphid, 2.5 per cent.; water 97.5 per cent.

X-Bazin.—This depilatory has been analyzed in the McClure-Westfield Laboratories and Prof. Lewis B. Allyn reports that the sample examined "showed 23.54 per cent. of sulfid of arsenic (As_2S_3)." Mr. Allyn says that, in exploiting this product, nothing is said concerning its poisonous nature.

COUGH MEDICINES, ETC.

A. D. S. Cod Liver Oil Comp.—This was one of the preparations put out by the American Druggists' Syndicate, a cooperative concern to which druggists belong who wish to share in the profits of the manufacture as well as of the sale of "patent medicines." The preparation, which admittedly contained 17 per cent. alcohol, was marketed under such claims as:

"A Sovereign Remedy in Pulmonary Tuberculosis or Consumption of the Lungs."
"The Great Curative Value of this Preparation has been demonstrated by the Most Eminent Physicians, who regard it as a powerful strength builder, that gives the system force to resist the Invasion of Bacilli."

These statements the federal officials charged were false and misleading because "the said article and drug was not a sovereign remedy in pulmonary tuberculosis or consumption of the lungs, was not a powerful strength builder, and possessed no properties such as would give the system force to resist the invasion of bacilli." The government officials also charged that the statement that the product was a "Preparation of the Active Principles of Pure Norwegian Cod Liver Oil" was false and misleading because the preparation "did not contain cod liver oil in any appreciable or measurable quantity, and did not possess the active principles of cod liver oil." The company first pleaded not guilty but later changed its plea to guilty. The penalty assessed by the court against this wealthy corporation for selling an alcoholic nostrum under the representation that it was a "sovereign remedy" for consumption was $5.—[*Notice of Judgment No. 4033; issued Feb. 4, 1916.*]

Baker's Tubercular Remedy.—Edward D. Morgan, who had been treasurer and general manager of the W. H. Baker Co. of Cleveland, Ohio, was charged with misbranding a product called "Dr. W. H. Baker's Tubercular Remedy." The stuff contained 11 per cent. alcohol by volume, sugars, potassium iodid, ammonium chlorid, glycerin, licorice, plant extractives, etc. The claim that the product was a remedy and cure for tuberculosis was declared false and fraudulent, and Morgan was fined $25 and costs.—[*Notice of Judgment No. 4998; issued Jan. 30, 1918.*]

Dr. Bell's Pine Tar Honey.—Sold by E. E. Sutherland Medicine Co., Philadelphia. Analysis showed it to be an alcohol-water solution, containing ammonia, glycerin, pine tar, sassafras, red pepper, reducing sugars, a laxative drug and alkaloids. Falsely and fraudulently advertised. Fine, $100.—[*Notice of Judgment No. 5271; issued Feb. 23, 1918.*]

The-Best Cough Remedy.—Davies, Rose & Co. (Ltd.), Boston, sold a mixture under the name "The-Best Cough Remedy" which the government chemists reported was a syrup, smelling and tasting of spearmint, and containing alcohol, chloroform and morphin. The claims made for it were such as to create in the minds of the purchasers the belief that the stuff was an effective remedy for incipient consumption, asthma, influenza, as well as being effective for the relief of consumptive patients in advanced stages of the disease. These claims the government charged were false and fraudulent. The company was fined $50.—[*Notice of Judgment No. 4381; issued Sept. 12, 1916.*]

Ballard's Horehound Syrup Compound.—This nostrum was put on the market by James F. Ballard, St. Louis, Mo. The trade package contained, among numerous claims, the following:

"For Consumption, Coughs and Colds."
"For Coughs, . . . Asthma, Dry Hacking Cough, . . . Irritation of Throat, Soreness of Chest, Croup, Spitting of Blood, Influenza, Lung Fever, Whooping Cough &c."

These claims the federal authorities declared were "false and fraudulent" and applied "knowingly and in reckless and wanton disregard" of their truth or falsity. Ballard was fined $10 and costs.—[*Notice of Judgment No. 3971; issued Oct. 21, 1915.*]

Ballard's Wonderful Golden Oil.—Isaac A. Ballard, trading as the Ballard Golden Oil Co., Oldtown, Maine, shipped a quantity of this product in March, 1913. It was exploited for a variety of disorders, including "Coughs, Colds, Croup, Asthma . . . Diphtheria, Pneumonia, Bronchitis, Colic, Catarrh, Salt Rheum, Cholera Morbus, Rheumatism, Sciatica . . . Neuralgia, Old Sores, Erysipelas, Bruises, Whooping Cough and all Throat and Lung Diseases." The Bureau of Chemistry analyzed "this great remedy for mankind" and found it to consist almost entirely of linseed oil (over 96 per cent.) with small amounts of oil of peppermint and methyl salicylate. The curative claims were declared false and fraudulent. The defendant entered a plea of *nolo contendere* and the court, on July 3, 1915, imposed a fine of $10.—[*Notice of Judgment No. 4124; issued April 19, 1916.*]

Barker's Remedy for Catarrh, Coughs, Colds and Rheumatism.—Henry W. Barker, who traded as the H. W. Barker Medical Co., Sparta, Wis., manufactured "H. W. Barker's Remedy for Catarrh, Coughs, Colds and Rheumatism." This nostrum was sold under claims that would lead the public to believe that it was effective as a remedy for, and for the prevention of, "catarrh," la grippe, hay fever, croup, whooping cough, tonsillitis and all catarrhal affections of the throat, lungs, stomach and mucous membrane and that it would also prevent consumption and diseases of the lungs. The federal chemists reported that the product was essentially sugar and water with a small amount of cubebs, potassium iodid and creosote, having a wintergreen flavor and being colored pink. The claims made for this mixture were declared to be false and fraudulent and applied recklessly and wantonly. Barker was fined $100.—[*Notice of Judgment No. 4401; issued Oct. 16, 1916.*]

Barnes' Croup Grease.—Lard, turpentine and camphor were found to be the constituents of this nostrum when the Bureau of Chemistry analyzed a specimen from a consignment shipped in March, 1913. As the product was not a "cure" for membranous croup and for colds, nor a preventive and remedy for pneumonia and diphtheria, as claimed, it was declared to be misbranded, and the court, on Nov. 8, 1915, imposed a fine of $1 and costs on the National Chemical Co., Caney, Kansas, which had shipped the stuff.—[*Notice of Judgment No. 4853; issued Sept. 25, 1917.*]

Brown's Acacian Balsam.—The Kells Co., Newburgh, N. Y., sold a preparation called "Dr. O. Phelps Brown's Acacian Balsam." Government chemists reported that this product contained 11 per cent. of alcohol and over 16 grams of acacia to each 100 c.c. In addition, nitrate, licorice, meconic acid, tartrates, reducing sugar and sodium and potassium compounds were found present. It was sold under the claim that it was a remedy for consumption, asthma, all diseases of the lungs, diphtheria and heart complaints. These claims were declared recklessly and wantonly false and fraudulent. The company was fined $50.—[*Notice of Judgment No. 4444; issued Oct. 16, 1916.*]

Dr. Bosanko's Cough and Lung Syrup.—Still another "new remedy for the positive cure of consumption, coughs, colds, etc." As long ago as 1908 the Kansas State Board of Health showed this remedy to be misbranded, describing it as "a saccharin solution of expectorant drugs with tar and chloroform." In 1911 it was analyzed by the chemists of the North Dakota Agricultural Experiment Station, who reported that it "appears to be made from an inferior grade of honey, syrup of tar, chloroform, alcohol and morphin." The analyst noted

that practically all the morphin was found not in the solution but in the sediment which was deposited on the sides and bottom of the bottle; yet the mixture was put up without a "shake" label! He concludes, "The dead fly found in the liquid could scarcely merit the 'hearty approval of all physicians and medical experts' which is claimed in the circular accompanying this remedy."—(*From The Journal A. M. A., Aug. 23, 1913.*)

Brown's New Consumption Remedy.—Shipped in March, 1916, by David H. Brown, trading as the Magnolia Remedy Co., St. Augustine, Fla. Analysis showed the product to be a dark brown emulsion, containing essentially creosote, phosphoric acid, sodium phosphate, Epsom salt, glucose, sugar and a trace of an alkaloid. Falsely and fraudulently represented as a remedy for consumption, pneumonia, la grippe, etc. Fine, $50 and costs.—[*Notice of Judgment No. 6143; issued Aug. 3, 1918.*]

Black's Pulmonic Syrup.—W. F. Black and W. H. Martin, who did business under the name Black Distributing Agency, Nashville, Tenn., put on the market "Black's Pulmonic Syrup" which was alleged to contain 20 per cent. alcohol and to be "Compounded by W. F. Black, M.D., Birmingham, Alabama." It was sold as "The New Remedy for Tuberculosis and Bronchitis." Government chemists reported that it was a water-alcohol solution of ichthyol, glycerin and sugar. Government officials declared, naturally, that the claim that this stuff was an effective remedy for tuberculosis was false and fraudulent and applied knowingly, recklessly and wantonly. Black was fined $200; Martin, $100, and the costs assessed on both.—[*Notice of Judgment No. 4357; issued Sept. 12, 1916.*]

Classe's Cough Syrup.—This preparation was sold by William P. Diggs of St. Louis, who did business under the trade name W. P. Diggs & Co. The stuff, which had an odor of tar, contained about 60 per cent. of sugar, 7 per cent. alcohol, 3 per cent. glycerin with tolu and wild cherry present. The claims that it was an effective and beneficial remedy in consumption, asthma, whooping cough, croup and all inflammation of the lungs were declared wantonly and recklessly false and fraudulent. Diggs was fined $10 and costs.—[*Notice of Judgment No. 4489; issued Nov. 13, 1916.*]

Coe's Cough Balsam.—The C. G. Clark Co. of New Haven, Conn., shipped a quantity of this nostrum in interstate commerce. The product was labeled:

"For Croup, Whooping Cough, Quinsy, Asthma . . . Catarrh and Consumption."

When analyzed by the Bureau of Chemistry the stuff was found to contain, among other ingredients, 8.7 per cent. of alcohol by volume, 31.2 per cent. sucrose, together with small amounts of opium, ipecac and licorice. The court held the stuff was misbranded in that unwarranted claims had been made and the full percentage of opium had not been declared, as required by law. As no defense was offered by the manufacturers the court ordered the product destroyed.—[*Notice of Judgment No. 3815; issued Aug. 5, 1915.*]

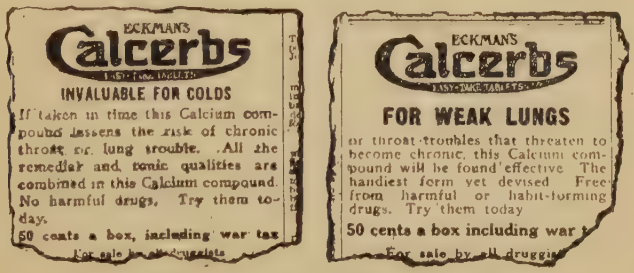
Congreve's Elixir for Consumption.—This nostrum was analyzed by the chemists of the British Medical Association, who reported the presence of over 28 per cent of alcohol by volume with only 2.6 per cent. of total solids, of which about 1 per cent. was sugar and 0.5 per cent. resinous constituents, with a little tannin, coloring matter and extractives.—(*Modified from The Journal A. M. A., Jan. 17, 1920.*)

Cusach's Palatable Extract of Cod Liver Oil.—The Henry S. Wampole Co. of Baltimore put out this product, the full name of which was "Cusach's Palatable Preparation of the Extract of Cod Liver Oil with Wild Cherry, Malt and Hypophosphites." A consignment shipped in December, 1912, was seized in

interstate commerce and a specimen analyzed by the Bureau of Chemistry. It was reported to be "a hydro-alcoholic solution of sugars, probably coming from malt extract, extracts of cod liver oil and wild cherry, and very small amounts of the citrates and hypophosphites of calcium, sodium, potassium, iron, manganese, quinin and strychnin; it contained 12.0 per cent. by volume of alcohol, 33.2 per cent. of total solids and 0.24 per cent. of ash." The claims that this was "the most efficient remedy in the treatment of pulmonary diseases, bronchitis . . . tonsillitis, nervous debility . . . chlorosis, anemia . . ." were declared to be false and fraudulent. The court, on June 1, 1915, imposed a fine of $40.—[*Notice of Judgment No. 4103; issued April 19, 1916.*]

Downs Vegetable Balsamic Elixir.—Henry, Johnson & Lord of Burlington, Vt., put out this nostrum, which was reported by the federal chemists to be "a sweetened solution of opium, ipecac, glycerin, and small amounts of calcium, potassium, and iron compounds, flavored with anise." The claim that it was a remedy for consumption was declared false and fraudulent. The defendant was fined $50.—[*Notice of Judgment No. 4210; issued May 19, 1916.*]

Eckman's Calcerbs.—This product is put out by the same concern as that which exploits "Eckman's Alterative" and is advertised for the same conditions. "Eckman's Alterative," as some of our readers will remember, was an alleged


ECKMAN'S
Calcerbs
INVALUABLE FOR COLDS
If taken in time this Calcium compound lessens the risk of chronic throat or lung trouble. All the remedial and tonic qualities are combined in this Calcium compound. No harmful drugs. Try them today.
50 cents a box, including war tax
For sale by all druggists
ECKMAN'S
Calcerbs
FOR WEAK LUNGS
or throat troubles that threaten to become chronic, this Calcium compound will be found effective. The handiest form yet devised. Free from harmful or habit-forming drugs. Try them today
50 cents a box including war t
For sale by all druggis

Typical advertisements of Eckman's Calcerbs.

consumption cure which the Association's chemists found to be essentially a mixture of alcohol, calcium chlorid and cloves, and which was sold under such claims as:

"A medicine made for the cure of tuberculosis. It has cured this disease again and again."

"Cures have been effected . . . where no intelligent care was taken of the patient, where money was scarce; good food and good cooking unusual."

In due time the federal authorities got around to this nostrum, declaring that the curative claims made for it were false, fraudulent and misleading. The government charged that, while Eckman's Alterative was sold as a preventive for pneumonia "in truth and in fact said article of drugs could not be so used" and that while the manufacturers claimed that it would cure tuberculosis "in truth and in fact said article of drugs would not cure tuberculosis or consumption." The courts sustained the government's contention and condemned the product, whereupon the Eckman concern carried the case up to the Supreme Court of the United States and attacked the constitutionality of the Sherley Amendment of the Food and Drugs Act. The Sherley Amendment prohibits false and fraudulent therapeutic claims. Fortunately, the United States Supreme Court upheld the lower court. In answering the contention of the

Eckman concern that Congress had no right to "prevent persons from making statements or claims concerning the virtue of drugs, whether modest or extravagant" the Supreme Court said:

"We find no ground for saying that Congress may not condemn interstate transportation of swindling preparations designed to cheat credulous sufferers and make such preparations, accompanied by false and fraudulent statements, illicit with respect to interstate commerce, as well as, for example, lottery tickets."

So much for the "Alterative." "Calcerbs" are not frankly sold as a "cure for consumption"; yet as an appeal to the consumptive "Calcerbs for weak lungs" is, doubtless, just as alluring and just as potentially dangerous.

"If taken in time this calcium compound lessens the risk of chronic throat or lung trouble."

"All the remedial and tonic qualities are combined in this calcium compound."

The purchaser of Calcerbs learns, from the leaflet that accompanies the preparation, that it is for the treatment of "Coughs and Colds, Asthmatic, Catarrhal and Pulmonary Troubles, Weak Lungs, and as a Tonic." One page of the leaflet consists of what purport to be "Some Interesting Comments on Calcium (Lime) Treatment." The "comments" are quotations from various medical journals regarding the therapeutic value of calcium salts. Of course no comments of an unfavorable character are quoted.

Because of the number of inquiries regarding Calcerbs the Association's laboratory was asked to analyze this product. The report follows:

LABORATORY REPORT

"Three original boxes of 'Calcerbs' were purchased on the open market by the Chemical Laboratory. Within the box of tin, sealed by means of adhesive tape, was a waxed-paper bag, containing forty white-coated tablets. The weight of each tablet was 0.83 gm. (12.9 grains). Test indicated that the tablets contained approximately 20 per cent. of calcium chlorid, the hygroscopicity of which explains the use of a tightly protected package in order to exclude moisture. The tablets were also found to contain calcium carbonate, an emodin-bearing (laxative) drug such as aloin, with sugar and a flavoring of cloves. No iodids, alkaloids or heavy metals were found."

It is not necessary to tell physicians that "Calcerbs" are just as impotent to cure tuberculosis as is "Eckman's Alterative." As THE JOURNAL has so many times said, the fundamental viciousness of "consumption cures" lies not so much in the valuelessness of their composition as in the fact that their advertisement leads sufferers to abandon or ignore the hygienic and dietetic measures which hold the only hope. That some physicians have recommended calcium salts in pulmonary tuberculosis, based on the unproved supposition that consumption is due to lime deficiency, is no excuse for a "patent medicine" concern putting out calcium chlorid either in liquid or tablet form under thinly veiled claims that will lead the public to infer that the preparations will cure consumption.—*(From the Journal A. M. A., Aug. 10, 1918.)*

Emmons' "Throat and Lung Healer," and "Tissue Builder."—A consignment of these products was shipped in September, 1912, and another in February, 1913, by the Dr. Emmons Throat and Lung Healer Co., Richmond, Ind. The former product was exploited as "The Medical Wonder of the Age . . . heals all tissue damage . . . the Great Throat and Lung Remedy." Analysis by the Bureau of Chemistry showed it to be a watery solution containing over 62 per cent. of alcohol, with glycerin, carbolic acid and a small amount of iodin.

The "Tissue Builder" was recommended "for any below-par, subnormal, or rundown condition, as it gives one strength and good, sound, firm flesh . . ."

Analysis showed it to be a water-alcohol solution containing calcium hypophosphite and sugar, and traces of magnesium and aluminium salts. The claims made for both products were declared false and fraudulent and the court, on May 10, 1915, imposed a fine of $100 and costs.—[*Notice of Judgment No. 4107; issued April 19, 1916.*]

Father John's Medicine.—Over 4,000 bottles of "Father John's Medicine," prepared by Carleton and Hovey Co., Lowell, Mass., were seized by the federal authorities on the charge that the product was misbranded. The officials declared that the claims were likely to induce the public "to believe that said drug was a cure for consumption, whereas, in truth and in fact, it was not a cure for consumption." Judgment of condemnation and forfeiture was entered

Consumption

1,500,000 people die every year from this terrible disease···Recent tests prove it is curable···Some rules to follow···Building up the system most important.

UNQUESTIONABLE PROOF

Vouched for by Those Who Know of Its History and Merit

Remember, Father John's Medicine cures colds, heals throat and lungs, by giving the weakened system strength to ward off attacks of disease. It is a nourishing food medicine for those who are run down. Get it to-day. No alcohol. No poisonous drugs.

No longer is "Father John's Medicine" sold as a "consumption cure." The photographic reproduction above is from the advertisement that appeared in the New York *Sun* in 1909.

and the court permitted the product to be delivered to Carleton & Hovey Co. on payment of all the costs of the proceedings and the execution of a bond in the sum of $5,000.—[*Notice of Judgment No. 3906; issued Sept. 24, 1915.*]

The state chemists of Connecticut reported in 1911 that Father John's Medicine was essentially a codliver oil emulsion containing about 37 per cent. of oil by weight.

Freeman's Balsam of Fir Wafers.—Edgar S. Fossett, who did business under the name Freeman Pharmacal Company, Portland, Maine, manufactured "Dr. Freeman's Balsam of Fir Wafers" which the government declared misbranded. Federal chemists reported that the lozenges consisted of sugar with very small amounts of oil of turpentine and eucalyptus with the possible

presence of a trace of balsam of fir. They were sold under the claim that they were an effective remedy for relieving consumption and for stopping the "raising of blood in consumption" and effective also as a remedy for all affections of the throat and lungs, bronchitis, asthma, croup, whooping cough, la grippe, etc. These therapeutic claims were declared false and fraudulent and applied knowingly and wantonly. Furthermore, the fact that the name of the product would indicate that the article contained an appreciable amount of balsam of fir (which it did not) further constituted misbranding. Edgar S. Fossett was fined $40.—[*Notice of Judgment No. 4391; issued Sept. 12, 1916.*]

Forrest's Juniper Tar.—This preparation was made and sold by the J. Harrison Whitehurst Co. ("J. H. Whitehurst, M. D. Pharm. D.") which was a trade name under which Anna Lavina Whitehurst did business in Baltimore. The preparation admittedly contained 22 per cent. alcohol and the government chemists found over 55 per cent. of petroleum and oil of tar. The product was declared misbranded because it was claimed to be a safe, reliable and speedy remedy for all kinds of throat and lung diseases, for arresting and curing catarrh, influenza and consumption in its early stages as well as whooping cough, inflammatory rheumatism and piles. It was also claimed to be a cure for consumption and obstinate coughs. These claims were characterized by government officials as false and fraudulent and applied knowingly, recklessly and wantonly. Anna Lavina Whitehurst was fined $15.—[*Notice of Judgment No. 4417; issued Oct. 16, 1916.*]

"Goff's Cough Syrup" and "Goff's Herb Bitters."—S. B. Goff & Sons Co. of Camden, N. J., were charged with shipping in interstate commerce a quantity of "Goff's Cough Syrup" and of "Goff's Herb Bitters," both of which were declared misbranded. The "Cough Syrup" was sold under the claim (made on the trade package) that it would prevent fatal membranous croup, pneumonia and bronchitis; that it was a powerful restorative for the throat and lungs and was a remedy for pneumonia, bronchitis, "spitting of blood," whooping cough, "weak lungs," pleurisy and grippe. The federal chemists reported that the stuff contained 8 per cent. alcohol, about 55 per cent. sugar, as well as some vegetable extractives and traces of iron, iodids, antimony and alkaloids. The government declared that the claims made for this preparation were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The "Herb Bitters" were sold under the claim that "Typhoid Fever, La Grippe, Malaria and Appendicitis cannot possibly exist in the system when Goff's Herb Bitters are taken regularly according to directions." The government chemists reported that the stuff was a water-alcohol solution of aloes, sugar and alkaline carbonate flavored with peppermint. The claims quoted above were declared false and fraudulent and applied knowingly. The company pleaded guilty and was fined $25.—[*Notice of Judgment No. 4332; issued Aug. 8, 1916.*]

Gooch's Mexican Syrup of Wild Cherry, Tar, Etc.—This preparation, which contained morphin and alcohol, was manufactured by the Cincinnati Drug and Chemical Company, Cincinnati, Ohio. The government chemists reported that, in addition to the morphin and alcohol, there were 61.1 per cent. solids of which more than 58 per cent. was sugar. Glycerin also was found as well as methyl salicylate and benzaldehyd used as flavoring. Tar and cherry extract were reported to be present in very small amounts. This mixture was sold as a "cure" for consumption and a remedy for croup, whooping cough and spitting of blood. The claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $25 and costs.—[*Notice of Judgment No. 4425; issued Oct. 16, 1916.*]

Greene's Syrup of Tar.—Lester H. Greene Co., Montpelier, Vt., manufactured and sold a cough syrup, "Greene's Warranted Syrup of Tar." The Bureau of Chemistry reported that analysis showed the preparation to contain alcohol, chloroform and heroin with tar and potassium salts present. It was sold under the claim that it was an effective remedy for all throat and lung affections, would break up la grippe and prevent pneumonia. These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $50.—[*Notice of Judgment No. 4522; issued Feb. 8, 1917.*]

Hiatt's Germicide.—The Hiatt Germicide Company of Richmond, Ind., was a trade name under which James A. and Williams F. Hiatt did business. The company sold "Dr. Hiatt's Germicide" under such claims as:

"Specific for Croup."
"Cures Smoker's Sore Throat."
"For Croup, Diphtheria, Quinsy, Sore Throat, Catarrh, Coughs, Colds."
"For the prevention and cure of diphtheria."

According to the Bureau of Chemistry, "the product was a syrup containing sodium benzoate, phenol [carbolic acid] alcohol, a small amount of glycerin, probably balsam tolu, and flavored with oil of wintergreen; it contained 6.1 per cent. of alcohol." James A. Hiatt and William F. Hiatt were charged with making false and fraudulent therapeutic claims knowingly and in reckless and wanton disregard of their truth or falsity. They were fined $100 and costs.—[*Notice of Judgment No. 4131; issued April 19, 1915.*]

Hill's Syrup of Tar, Cod-Liver Oil Extract and Menthol.—Hollander-Koshland Co. (Inc.) of Baltimore was the defendant in this case. The preparation was declared to be "essentially a sweetened hydro-alcoholic solution containing small amounts of chloroform, menthol, morphin and tar; ipecac, tolu, cannabis indica, and wild cherry were indicated; cod-liver oil was absent." It was declared misbranded because the name indicated that the preparation contained syrup of tar, cod-liver oil and menthol, harmless medicinal agents, as its principal and most active ingredients, when its real active ingredients were chloroform, morphin sulphate, opium and cannabis indica. The claim that it was a remedy for "All Diseases of the Throat and Lungs and Asthma" was declared false and fraudulent. Defendant was fined $100.—[*Notice of Judgment No. 4171; issued April 21, 1915.*]

Hill's Honey and Tar Compound.—Shipped by Laurence E. Cash, who traded as the New York Drug Concern, New York City. Analysis showed the product to consist essentially of water, alcohol (7.9 per cent.), sugars (56 per cent), menthol, thymol, and a small amount of a substance similar to oil of tar. Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5701; issued May 9, 1918.*]

Hilton's Specific No. 3.—This product is said to be prepared by G. W. Hilton, M.D., Lowell, Mass. Some of the nostrum was shipped in interstate commerce and the federal authorities charged that the preparation was misbranded in violation of the Food and Drugs Act. Some of the claims made on the label for this stuff were:

"Cures colds, the grippe, and absolutely prevents pneumonia."
"Kills the cold, prevents pneumonia, grippe, bronchitis, and all ills that develop from a cold."
"In Boston where Hilton's No. 3 is almost universally used, it has reduced the death rate from pneumonia more than one-half since 1891."

The stuff was analyzed by the government chemists and found to have "no medicinal properties whatsoever." No claimant appeared for the property and the court entered judgment for condemnation and forfeiture and it was

ordered by the court that the product *should be sold by the United States marshal!* The moral and ethical problem involved in the sale by the government of a product of this sort is not discussed in the federal bulletin.—[*Notice of Judgment No. 3043; issued Aug. 3, 1914.*]

Dr. Harter's Lung Balm.—Sold by the Dr. Harter Medicine Co., Philadelphia. Analysis showed the preparation to contain over 60 per cent. sugar, 3.65 per cent. alcohol, chloroform, cinnamic acid and plant extractive material, with indications of traces of antimony and tartrates. Falsely and fraudulently advertised. Fine, $200.—[*Notice of Judgment No. 5188; issued Feb. 21, 1918.*]

Henry's Red Gum Compound.—This preparation was made by Henry L. McNulty, Norwood, N. Y. Government chemists reported that, in addition to large amounts of sugar and glycerin, the preparation also contained alcohol, chloroform and heroin. It was declared misbranded, first, because it failed to bear a statement on the label of the carton of the amounts of chloroform, heroin or alcohol in it; second, because the name was false and misleading in that it indicated to purchasers that the principal and active ingredient was red gum, a harmless medicinal agent, when in fact it did not contain red gum as its principal ingredient, but did contain heroin and chloroform, dangerous or habit-forming drugs. In addition, the government charged that the therapeutic claims made to the effect that it would cure all throat and lung diseases, croup, bronchitis, pneumonia and asthma were recklessly and wantonly false and fraudulent. McNulty was fined $25.—[*Notice of Judgment No. 4831; issued Sept. 18, 1917.*]

Jackson's Magic Balsam.—According to the label, this product was put out by P. Van Alstine, Baltimore, and contained in each liquid ounce 91.4 per cent. absolute alcohol, 7.25 grains chloroform and 0.939 grains morphin. A consignment shipped in March, 1914, was seized in transit and declared to be misbranded in that the labels represented it as a remedy for "old chronic coughs and all diseases of the throat, kidney complaints and all diseases of the kidneys . . . sore eyes . . . rheumatism . . . catarrh . . . and inflammation in any part of the body" whereas such claims were misleading, false and fraudulent. As no claimant appeared for the shipment the court, on June 4, 1915, ordered that it should be destroyed by the United States marshal.—[*Notice of Judgment No. 4134; issued April 19, 1916.*]

Jarabe de Ambrozoin.—The American Apothecaries Co., Astoria, N. Y., shipped during March, 1917, a quantity of "Jarabe de Ambrozoin." The Bureau

of Chemistry reported that analysis showed this product to be composed essentially of terpin hydrate, menthol, benzoic acid, ammonium chlorid, sodium bromid, glycerin, alcohol, sugar and water. It was falsely and fraudulently represented as a treatment for laryngitis, asthma, whooping cough and tuberculosis. In February, 1919, the company pleaded guilty and was fined $100.—[*Notice of Judgment No. 6642; issued March 22, 1920.*]

"Japanese Wild Cherry Cough Syrup," and "Japanese Herb Laxative Compound."—Shipped by Torata Tanaka, who traded as the Japanese Remedy Co., St. Louis. Analysis of the "Cough Syrup" showed it to consist essentially of a water-alcohol solution of plant material and menthol, while that of the "Laxative Compound" was found to be essentially a dilute water-alcohol solution of plant material bearing emodin. Both were falsely and fraudulently advertised. Fine, $75 and costs.—[*Notice of Judgment No. 5836; issued May 29, 1918.*]

Lafayette Cough Syrup.—Shipped by Lafayette Co., Berlin, N. H. Analysis showed 75 per cent. sugars, 7.34 per cent. alcohol, ipecac alkaloids, wild cherry, and a trace of benzoic acid. Falsely and fraudulently advertised. Fine, $25 and costs.—[*Notice of Judgment No. 5024; issued Jan. 28, 1918.*]

Keller's Flaxseedine.—In January, 1913, Carr, Owens & Co., Baltimore, shipped a consignment of this nostrum. When analyzed by the Bureau of Chemistry it was found to be a mucilaginous syrup containing 4.6 per cent. of alcohol, together with gum and plant extracts, the taste indicating the presence of flaxseed, molasses and senna. As such a mixture was not an "effectual remedy for . . . consumption and all throat and lung troubles" and as these claims were, therefore, false and fraudulent, the court, on March 12, 1915, declared the product misbranded and imposed a fine of $50.—[*Notice of Judgment No. 3775; issued July 13, 1915.*]

Dr. King's Throat and Lung Balsam.—This preparation, alleged to have been prepared by the King Medicine Co., Chicago, Ill., was shipped by the Ritchey Portrait Co. of Chicago to Georgia in violation of the Food and Drugs Act. The stuff was declared misbranded because the claims that it would relieve any ordinary cough or cold as well as any consumptive patient in the last stages of the diseases were false and fraudulent. No claimant appeared for the property and the court ordered that it should be destroyed.—[*Notice of Judgment No. 4713; issued June 20, 1917.*]

"Liveon, The 90 Day Consumption Cure" and "Liveon Lung Discs."—Shipped by George H. Center, Du Quoin, Ill. Analysis showed the "90 Day Consumption Cure" to be a water solution containing sugar, plant material, emodin, tar and acetic acid. The "Lung Discs" contained essentially emodin, plant material, tar, starch and sugar. Both were falsely and fraudulently advertised. Fine, $50 and costs.—[*Notice of Judgment No. 5937; issued May 23, 1918.*]

Lung Germine.—Shipped by the Lung Germine Co., Jackson, Mich. Analysis showed the preparation to be a water-alcohol solution, containing free sulphuric acid and iron sulphate. Falsely and fraudulently advertised.[1] Fine $50.—[*Notice of Judgment No. 5280; issued Feb. 23, 1918.*]

1. Lung Germine, a fraudulent consumption cure, was exposed by the Propaganda department of *The Journal A. M. A.* some years ago. The matter appears in the pamphlet, "Consumption Cures," published by the American Medical Association.

Lung-Vita.—The government seized 16 dozen bottles of "Lung-Vita" that had been shipped from Tennessee to Wisconsin, charging that the stuff was misbranded under the Food and Drugs Act. The federal chemists reported that "Lung-Vita" consisted essentially of a petroleum oil, saponifiable oil and a solution containing sugar and glycerin, with a small quantity of benzoic acid. The government authorities claimed that it contained no ingredients or combination of ingredients that would cure consumption or asthma or destroy tubercle bacilli, although these and many other claims were made for it. The claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The Nashville Medicine Company, Nashville, Tenn., appeared and made claim to the property and consented to a decree of judgment of condemnation and forfeiture. The court ordered the United States marshal to destroy the product.—[*Notice of Judgment No. 4511; issued Feb. 8, 1917.*]

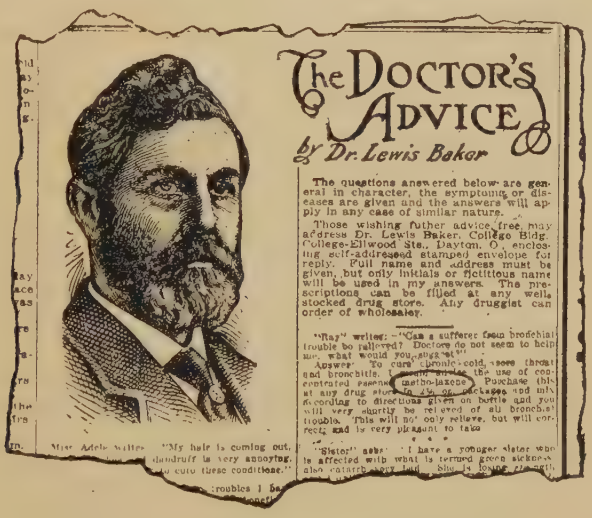
STOP!
DON'T LET
CONSUMPTION
TAKE YOU TO
YOUR GRAVE
You have to go sometime but you do not have to go that way; because
LUNG-VITA CONQUERS CONSUMPTION
Strong words those but they mean just what they say. LUNG-VITA is a specific remedy for Consumption, Asthma, weak lungs, or any other throat or lung trouble. It has never failed on a case of Consumption when taken in time, and has restored a number of cases that had been given up as hopeless by the physicians in charge. If that sounds too good to be true, write to Nashville Medicine Co., 144 Steger Bldg., Nashville, Tenn., giving name of your druggist, and you will receive in next mail positive proof that LUNG-VITA does overcome those dangerous diseases of the throat and lungs. If you have any of these troubles, don't wait until it is too late. Begin the treatment today. It's worth a special trip to your druggist.
LUNG-VITA IS SOLD AND RECOMMENDED BY ALL DRUGGISTS
Atlanta Jobbers: John B. Daniel and Lamar & Rankin Drug Co.

Maple Balsam.—The Burks Medicine Co., Chicago, put out this product "For the Relief of Coughs, Colds, Hoarseness, Croup, Whooping Cough, Bronchitis, Spitting of Blood, Difficult Breathing and Incipient Consumption." The Bureau of Chemistry analyzed a specimen that had been shipped in April, 1913, and reported it to be essentially "a sirup containing 7.22 per cent. alcohol, 59.05 per cent. solids, 56.80 per cent. sugars, 0.116 per cent. ash, 0.36 per cent. chloroform, and 2.13 per cent. unidentified solids; no true balsam was present; morphin was present." The therapeutic claims made for the stuff were declared false and fraudulent. On June 30, 1915, the court imposed a fine of $200 and costs.—[*Notice of Judgment No. 4141; issued April 19, 1916.*]

Mathieu's Cough Syrup.—Charles Favreau and Frank Collette trading as Favreau & Collette, Marlboro, Mass., sold "Mathieu's Cough Syrup," which had formerly been called "Syrup of Tar and Cod-Liver Oil." The stuff admittedly

contained 5¼ per cent. of alcohol and 2½ minims of chloroform to the fluid ounce. The label declared that the product contained "the active principles of tar and cod-liver oil." The federal chemists reported that very little, if any, tar was present and cod-liver oil was absent. There was a minute quantity of creosote and some menthol in the stuff. Of the 53.77 per cent. solids present, more than 50 per cent. was sugar. It was sold under the claim that it was an effective remedy for scarlet fever, croup and diphtheria and a cure for croup. These claims were declared to be false and fraudulent and made knowingly, recklessly and wantonly. Collette was fined $25. The case against Favreau was *nolle prossed.*—[*Notice of Judgment No. 4405; issued Oct. 16, 1916.*]

Mentho-Laxene.—This is one of the numerous nostrums put out by the Blackburn Products Co., Dayton, Ohio, which advertises by means of the "fake prescription" method. The preparation, which according to the federal


The DOCTOR'S ADVICE
by Dr. Lewis Baker

The questions answered below are general in character, the symptoms or diseases are given and the answers will apply in any case of similar nature.

Those wishing further advice free may address Dr. Lewis Baker, College Bldg. College-Ellwood Sts., Dayton, O., enclosing self-addressed stamped envelope for reply. Full name and address must be given, but only initials or fictitious name will be used in my answers. The prescriptions can be filled at any well stocked drug store. Any druggist can order of wholesaler.

"Ray" writes: "Can a sufferer from bronchial trouble be relieved? Doctors do not seem to help me, what would you suggest?"

Answer: To cure chronic cold, sore throat and bronchitis, I suggest the use of concentrated essence mentho-laxene. Purchase this at any drug store in 25c. or 50c. packages and use according to directions given on bottle and you will very shortly be relieved of all bronchial trouble. This will not only relieve, but will correct, and is very pleasant to take.

"Sister" asks: "I have a younger sister who is afflicted with what is termed sleeping sickness, also catarrh very bad. She is [illegible]

Miss Adele Sutter. "My hair is coming out, dandruff is very annoying, [illegible] to cure these conditions."

chemists contained 34 per cent. alcohol together with menthol, ammonium salt, chlorid, sugar, drug extract and an unidentified alkaloid, was sold under the claim that it would prevent consumption and la grippe and was an effective remedy for croup and asthma. These claims were declared false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The company was fined $50 and costs.—[*Notice of Judgment No. 4437; issued Oct. 16, 1916.*]

McLean's Tar Wine Lung Balsam.—"Will cure coughs, colds, bronchitis, consumption, asthma, throat and lung troubles," reads the label; but, according to state chemists of North Dakota, analysis of "Dr. J. H. McLean's Tar Wine Lung Balsam" would indicate that it "is nothing but a weak syrup of tar, containing about 15 per cent. by volume of ethyl alcohol." The examination is also reported to have shown that "the base of the preparation is not wine, as the label would lead one to believe." The report closes: "Thus the

remedial agents in this preparation which 'will cure consumption,' etc., are sugar and alcohol."—*(From The Journal A. M. A., Aug. 23, 1913.)*

Miller's Vegetable Expectorant.—This is another of the products of Lavinia A. Marsh of Providence, R. I., who traded under the name E. Morgan & Sons. It was sold under the claim that it would cure whooping cough, bronchitis, asthma, influenza and croup and would prevent consumption. Government chemists reported that it contained nearly 6 per cent. alcohol and 62.38 per cent. solids, of which 47.77 per cent. was sugar. The curative claims made for this were declared to be false and fraudulent and made knowingly, recklessly and wantonly. The court imposed a fine of $20.—[*Notice of Judgment No. 4362; issued Sept. 12, 1916.*]

Nature's Creation Co.'s Discovery. — Shipped by the Nature's Creation Co., Columbus, Ohio. Analysis showed the product to be a water-alcohol solution containing inorganic material, apparently combined as magnesium sulphate and potassium iodid, with some emodin-bearing vegetable matter. Accompanying the solution was a tablet containing iron, sulphates, aloes, and licorice. Falsely and fraudulently advertised.[1] Fine, $100 and costs.—[*Notice of Judgment No. 5610; issued April 29, 1918.*]

Dr. Navaun's Mexican Lung Balm, and Kidney Tablets. — Shipped by Edward S. and Clifford S. Navaun, trading as the Botanic Drug Co., Detroit. Analyses showed the "Lung Balsam" to be, essentially, a syrup containing vegetable extractives and small quantities of chloroform and alcohol, and the "Kidney Tablets" to contain methylene blue, potassium nitrate, juniper, and calcium carbonate. Both were falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5131; issued Jan. 29, 1918.*]

O'Neil's Malt Whiskey.—In October, 1913, several cases of a product labeled "O'Neil's Pure Malt Whiskey" were shipped from the state of Illinois into the state of Michigan. In April, 1914, the United States attorney filed a libel for the seizure and condemnation of this product charging that the stuff was misbranded in violation of the Food and Drugs Act. Some of the claims that appeared on the labels and circulars around the bottles were:

"An invaluable remedy in all cases of Consumption, 'Grippe,' Coughs, Colds, Dyspepsia, Bowel Trouble, Catarrh and all Bronchial Affections."

"It restores lost vitality, quiets the nerves, tones up the entire system and retains the freshness and vigor of youth."

"It is in this great work of preventing consumption . . . that O'Neil's Pure Malt Whiskey is making a great record."

These were but some of the absurdly fraudulent claims made for the nostrum. The government officials contended that the product was misbranded as analysis revealed that "it was not a medicinal substance or mixture of substances that could be relied on for the prevention or treatment of tuberculosis." Furthermore, the analysis proved that the stuff was of such com-

1. The "Nature's Creation" humbug was exposed by the Propaganda department of *The Journal A. M. A.*, March 5, 1910, and further articles appeared Feb. 4, 1911, and March 30, 1912. The matter is reprinted in the pamphlet, "Consumption Cures," published by the American Medical Association.

position that "it was utterly inefficient of itself for the treatment of, or for the prevention of, tuberculosis or for the prevention of catarrh." In September, 1914, no claimant having appeared for the property, the judge ordered the stuff condemned and forfeited. After the objectionable medicinal claims had been obliterated from the label and the circulars accompanying the bottles had been destroyed, the court authorized "the distribution of the product to a certain charitable institution in Detroit."—[*Notice of Judgment No. 3603; issued June 5, 1915.*]

Otto's Spruce Gum Balsam and Pine Tar Compound.—This "Valuable Remedy for Coughs, Colds, Whooping Cough, Croup, Bronchitis, Asthma . . . Consumption and Grip" was put out by one John H. Rohsenberger, trading as the American Pharmacal Co., Evansville, Ind. A specimen taken from a shipment in September, 1912, was analyzed by the Bureau of Chemistry and found to be a sirupy preparation of tar, chloroform, sugar, glycerin, ammonium chlorid, wild cherry and water. The claims were declared false and fraudulent and the defendant, on May 10, 1915, was fined $100 and costs.—[*Notice of Judgment No. 4139; issued April 19, 1916.*]

OZOMULSION
A scientific combination of Ozone, pure Norwegian Cod Liver Oil, and chemically pure Guaiacola (a perfected guaiacol or creosote), a product from beechwood (Germany).
Ozonized by Electricity
(Slocum's French Method) for the purpose of replacing by Ozone the oxygen consumed by the system in digesting cod liver oil. Ozomulsion, besides destroying all poisonous bacteria present in the blood, lungs, stomach and entire human organism, increases the appetite, stimulates digestion, and thus aids in producing pure, rich, red blood, health, strength, and firm flesh.
Properties: Ozone—tonic; Cod Liver Oil—nourishing; Guaiacola—antiseptic and germ destroying; forming an admirable and easily assimilated "Food - medicine" of the highest scientific degree. Tones, rebuilds and strengthens the whole human frame. Ozomulsion unpoisons the blood, frees it from all bacillary or germ life. Easy to take, and recommended by the medical profession. The only product of its nature in the world, and far in advance of any other preparation. We hold thousands of testimonials endorsing
Ozomulsion
A Flesh-forming "Food-medicine" for thin women, emaciated men, worn out mothers and sick, puny children. By its faithful use, all may receive new strength, vitality, vim and vigor, and become sturdy, robust, healthy, plump and pure blooded.
OZOMULSION
For Throat, Chest, and Lung Troubles,
Consumption
Coughs, Colds, Whooping Cough, Bronchial Affections, Asthma, La Grippe, Pneumonia, and all Pulmonary Diseases, also for
Scrofula
All Blood Disorders, Chronic Catarrh, Nervous and General Debility, Sleeplessness, Night Sweats, Fevers, Rickets or Softening of Bones in Children, Anæmia or Thin Blood,
Loss of Flesh
And all Conditions of Wasting
KEEP WELL CORKED IN A COOL PLACE
DIRECTIONS IN SEVEN LANGUAGES ON LABEL
OZOMULSION
The Ozomulsion Co.
NEW YORK U.S.A.
BRANCHES
LONDON, PARIS, KARLSBAD, ROME
MONTREAL, MADRID, HAVANA, CITY of MEXICO
MADE IN AMERICA.

Ozomulsion.—This product is one of several nostrums put out by the T. A. Slocum Company of New York City. Nearly ten years ago Mr. Samuel Hopkins Adams (*Collier's, Jan. 13, 1906*) had something to say about the Slocum

nostrum factory and the man who was at that time proprietor of the concern, one A. Frank Richardson. To quote from part of Mr. Adams' article:

> "The Slocum Consumption Cure proper consists of a gay-hued substance known as 'Psychine.' Psychine is about 16 per cent. alcohol, and has a dash of strychnin to give the patient his money's worth. Its alluring color is derived from cochineal. It is 'an infallible and unfailing remedy for consumption.' Ozomulsion is also a sure cure, if the literature is to be believed. To cure one's self twice of the same disease savors of reckless extravagance, but as 'a perfect and permanent cure will be the inevitable consequence,' perhaps it's worth the money. It would not do to charge Dr. T. A. Slocum with fraud, because he is, I suppose, as dead as Lydia E. Pinkham; but Mr. A. Frank Richardson is very much alive, and I trust it will be no surprise to him to see here stated that his Ozomulsion makes claims that it cannot support, that his Psychine is considerably worse, that his special cure offer is a bit of shameful quackery, and that his whole Slocum Consumption Cure is a fake and a fraud so ludicrous that its continued existence is a brilliant commentary on human credulousness."

The nostrum, "Psychine" which, previous to the passage of the Food and Drugs Act, was labeled "An Infallible Remedy for Consumption" to be later modified to "Wonderful Remedy for Consumption" and still later to be changed to "Tonic Appetizer and Aid to Digestion" has, apparently, not occupied much space in the public prints during the last few years. Ozomulsion, however, has, apparently, been kept alive by advertising. In April, 1915, the United States Attorney for the Southern District of New York, acting on a report by the Secretary of Agriculture, filed two informations against the T. A. Slocum Company, alleging that the concern had shipped two consignments of Ozomulsion from the state of New York into the state of Tennessee in violation of the Food and Drugs Act. The product was declared misbranded in both informations on the ground that the claims that the product would cure consumption, epilepsy, etc., were "false and fraudulent."

The product was declared misbranded further because of the claims made that Ozomulsion would cure pneumonia and prevent the development of consumption "when in truth and in fact, said article was not in whole or in part composed of, and did not contain, ingredients or medicinal agents effective for curing pneumonia or for preventing the development of consumption following pneumonia, or at any other time."

The analysis made by the federal chemists was summed up in the statement "sample appears to be an emulsion of cod liver oil and glycerin with the addition of phosphorous compounds of calcium and sodium." The chemists also call attention to the fact that their tests indicated that the cod liver oil used in this emulsion "had not been ozonized." This claim about "ozonizing" the oil used in the nostrum has long been one of the talking points; in fact the old trade-package declared that Ozomulsion was a combination of ozone, cod liver oil and other ingredients "OZONIZED BY ELECTRICITY (Slocum's French method) for the purpose of replacing by ozone the oxygen consumed by the system in digesting cod liver oil."

The T. A. Slocum Company pleaded guilty to the government's charges and was fined $80. This can hardly be considered an excessive punishment for a concern engaged in the business of defrauding the sick in general and consumptives in particular. The details of this case will be found in *Notice of Judgment No. 3979,* issued Oct. 21, 1915.—*(From The Journal A. M. A., Dec. 18, 1915.)*

Piso.—For years this preparation was labeled and sold as "Piso's Cure for Consumption." Mr. Adams, in his "Great American Fraud" series, referred several times to the "cure" and in one article published in *Collier's,* January, 1906, said:

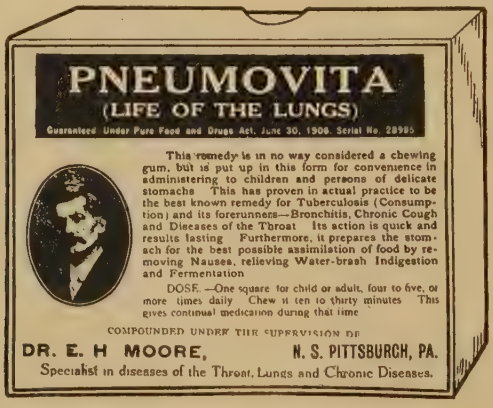
"Old analyses give as the contents of Piso's Cure for Consumption alcohol, chloroform, opium and cannabis indica (hasheesh). In reply to an inquiry as to whether their remedy contains morphin and cannabis indica, the Piso Company replies: 'Since the year 1872 Piso's Cure has contained no morphin or anything derived from opium.' The question as to cannabis indica is not answered. Analysis shows that the 'cure' contains chloroform, alcohol and apparently cannabis indica."

Photographic reproduction of Piso labels before (on the left) the passage of the federal Food and Drugs Act which prohibits false and fraudulent claims on and in the trade packages, and (on the right) after the passage of the Act.

Then came the Food and Drugs Act which specifically prohibits false statements in and on the trade packages of "patent medicines." "Piso's Cure for Consumption" became "Piso's Cure, a medicine for Coughs, Colds, etc.," and still later "Piso's Remedy a medicine for Coughs and Colds." Also, following the advent of that law, came the admission on the label that Piso's con-

tained chloroform and Cannabis indica. In 1910 the federal authorities analyzed Piso and reported that the preparation was a syrup containing a resin resembling Cannabis indica, less than 1 minim of chloroform to the ounce and was flavored with methyl salicylate and chloroform with indications of oils of peppermint and bitter almond. The total solids present were 65.32 per cent. of which sugar constituted 64.89 per cent., or over 99 per cent.

Pneumovita.—Edwin H. Moore, Pittsburgh, Pa., sold this stuff as "the best remedy known for Tuberculosis, (Consumption) and its forerunners—Bronchitis, Chronic Cough and Diseases of the Throat." The government chemists reported that the stuff was a sweetened gum, containing small amounts of charcoal and iron phosphate having wintergreen flavor. Of course the claims made were declared false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. Edwin H. Moore was given a fine of 6¼ cents, with costs of $15.07.—[*Notice of Judgment No. 4394; issued Sept. 12, 1916.*]


PNEUMOVITA
(LIFE OF THE LUNGS)
Guaranteed Under Pure Food and Drugs Act, June 30, 1906. Serial No. 2895.
This remedy is in no way considered a chewing gum, but is put up in this form for convenience in administering to children and persons of delicate stomachs This has proven in actual practice to be the best known remedy for Tuberculosis (Consumption) and its forerunners—Bronchitis, Chronic Cough and Diseases of the Throat Its action is quick and results lasting Furthermore, it prepares the stomach for the best possible assimilation of food by removing Nausea, relieving Water-brash Indigestion and Fermentation
DOSE.—One square for child or adult, four to five, or more times daily Chew it ten to thirty minutes This gives continual medication during that time
COMPOUNDED UNDER THE SUPERVISION OF
DR. E. H MOORE, N. S. PITTSBURGH, PA.
Specialist in diseases of the Throat, Lungs and Chronic Diseases.

Dr. Pusheck's Cold Push Treatment No. 12.—This nostrum "for all colds, coughs, bronchitis, catarrh, la grippe, sore throat, hoarseness and irritation" was shipped in interstate commerce in February, 1910, by Charles A. Pusheck of Chicago. Analysis made by the Bureau of Chemistry showed it to contain 240 grains of acetanilid to the ounce, as well as amounts of quinin, starch, camphor and undetermined matter. The amount and proportion of acetanilid were not declared on the label, as required by law. On Sept. 28, 1912, the court fined Pusheck $50 and costs on the charge of misbranding.—[*Notice of Judgment No. 2117; issued April 9, 1913.*]

Rawleigh's Golden Cough Syrup and Rawleigh's Ru-Mex-Ol.—A Freeport, Ill., corporation, the W. T. Rawleigh Medical Co., manufactured both these products. The "Golden Cough Syrup" admittedly contained alcohol and cholorform. The government chemists reported that in addition to these substances there was menthol and guaiacol in small amounts and indications of horehound. It was sold under the claim that it would cure whooping cough and asthma, claims which the authorities declared were recklessly and wantonly false and fraudulent. The other product "Ru-Mex-Ol" admittedly con-

tained 26½ per cent. alcohol; in other words, it was just one-half the strength of raw whiskey. The federal chemists found, in addition to the alcohol, some vegetable matter in which rhubarb was indicated. The preparation was sold as a "valuable remedy" for "scrofula" and "eczema" for always keeping the blood pure, for fortifying the system by purifying the blood and thus preventing tuberculosis. The government maintained that these claims were recklessly and wantonly false and fraudulent. The company was fined $100 and costs.—[*Notice of Judgment No. 4419; issued Oct. 16, 1916.*]

Rawleigh's Products are Guaranteed Under the Food and Drugs Act
Never Let a Cough "Hang on"
Golden Cough Syrup
Has Been on the Market Over 16 Years
Contains No Dangerous Drugs.
Rawleigh's Cough Medicines Are Safe, Sure and Reliable
TRY IT ON

"Rogers' Consumptive Cure and Cough Lozenges" and "Rogers' Inhalant."—These were two products sold by the M. J. Rogers Medical Company of Lewiston, Maine. According to a government report the former product bore on the labels such claims as:

"Rogers' Consumptive Cure and Cough Lozenges. Are good for Lung Troubles of all kinds. . . ."

"For Whooping Cough they are a ready relief."

"For Coughs, new and of long standing, they are unsurpassed."

"They can be confidently relied upon as an *infallible cure* for all pulmonary troubles of every description."

". . . warranted to effect entire and permanent cures in every case curable at all. . . ."

The latter preparation bore such claims as:

Rogers' Inhalant Is the Greatest Discovery of Modern Medical Science, for the positive cure of Catarrh, Asthma, Hay Fever, Rose Cold, Cold in Head, Influenza, Headache, Pneumonia, Bronchitis, Diphtheria, Hoarseness, Loss of Voice, Bleeding of the Lungs, Pleurisy, and all diseases leading to Consumption."

The government officials filed an information against the M. J. Rogers Medical Company alleging that these two products, which had been shipped in interstate commerce, were misbranded because of the false and fraudulent claims for curative effect that had been made for them. The government chemists, who analyzed both the lozenges and inhalant, reported that the former "consists of sugar lozenges containing a small amount of gum and a trace of oil of rosemary" and that the latter was "an alcoholic solution of volatile oil, chiefly rosemary." The false and fraudulent therapeutic claims

made, only a few of which we have quoted, were declared by the federal officials to have been applied to the articles "knowingly and in reckless and wanton disregard of their truth or falsity." This concern was fined $15.—[*Notice of Judgment No. 3986; issued Oct. 21, 1915.*]

Schenck's Pulmonic Syrup.—A sample of this "seventy-year-old Standard Remedy for Consumption, Coughs, Colds, Diseases of the Lungs and Respiratory Organs," was analyzed by the chemists of the Connecticut Agricultural Experiment Station, who reported: "This remarkable remedy for consumption is essentially a wintergreen-flavored mixture of saccharin syrups, 96.4 per cent. of the solids consisting of sugars. It is hard to believe that the virtue of this material rests in the 2.7 per cent. of undetermined solids (possibly vinegar of squills). It is recognized that a rich and nutritious diet is essential in the treatment of consumption, and it is true that this substance, with nearly 73 per cent. of sugar, is highly nutritious, and yet one can scarcely recommend the purchase of such a preparation at the rate of $2.50 a quart, when molasses is obtainable at from 50 to 60 cents a gallon."—*(From The Journal A. M. A., Aug. 23, 1913.)*

S. B. Cough & Consumption Remedy.—Shipped by the Blumauer-Frank Drug Co., Portland, Ore. Analysis showed alcohol, morphin sulphate, chloroform, tar and sugar. Falsely and fraudulently advertised. Fine, $100.—[*Notice of Judgment No. 5063; issued Jan. 28, 1918.*]

Sa-Yo Mint Jujubes.—This product was manufactured by Wallace & Company of New York City. A number of cases having been shipped in interstate commerce, the federal authorities filed a libel for their seizure and condemnation, alleging that the stuff was misbranded under the Food and Drugs Act. Some of the claims made on the trade packages were:

"An Unfailing Relief for Coughs & Throat Irritations."
"Quickly removes attacks of indigestion."
"Most efficacious in all conditions requiring relief."
"Sa-Yo Mint Jujubes cure coughs and throat irritations."

The federal authorities declared that each and every one of the above claims was false and fraudulent. No claimants appeared for the property and the court ordered the United States marshal to destroy the product.—[*Notice of Judgment No. 3660; issued June 15, 1915.*]

Shoop's Twenty Minute Croup Remedy.—Dr. Shoop's Twenty Minute Croup Remedy was another of the galaxy of nostrums put out by the Dr. Shoop's Laboratories, Racine, Wis. The following claims appeared on the trade package:

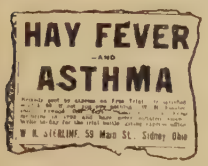
"Dr. Shoop's Twenty Minute Croup Remedy Will usually check croup in Twenty Minutes."
"It will prevent Croup, if given where there is fever and symptoms of approaching Croup."
"Will usually check even desperate cases in 20 minutes."

These and similar claims the federal authorities naturally charged were false and fraudulent and applied knowingly and in wanton and reckless disregard of their truth or falsity. The federal chemists who analyzed the stuff reported that the "product is a sirup containing glycerin and a small amount of salicylic acid." The defendant was fined $100.—[*Notice of Judgment No. 3985; issued Oct. 21, 1915.*]

Smith's (Dr. T. B.) Lung Tonic.—In December, 1912, the T. B. Smith Medicine Co., Lexington, Ky., shipped a quantity of this product in interstate commerce. The Bureau of Chemistry, on analysis, found it to be a watery liquid

containing sugar, oils of cinnamon, wintergreen and peppermint, and a small amount of vegetable matter. As such a preparation was not "A valuable Remedy for Consumption . . . Asthma, Croup . . . Pneumonia, and all acute and chronic affections for throat and lungs" as claimed, it was declared misbranded and the court, on April 6, 1915, imposed a fine of $100.—[*Notice of Judgment No. 4105; issued April 19, 1916.*]

"Sterline's Asthma and Hay Fever Remedy" and "Sterline's Bronchial Elixir."—The National Chemical Co., Sidney, Ohio, was a trade name under which Webster K. Sterline conducted the business of selling his "Asthma and Hay Fever Remedy" and his "Bronchial Elixir." The first product was analyzed by the federal chemists who reported that it was a water-alcohol solution containing potassium and sodium iodids, bromids and acetates, as well as some extractive matter from some laxative plant drug. It was sold under the claims that it would cure asthma and hay fever. These claims the federal authorities declared false and fraudulent and made knowingly, recklessly and wantonly. "Sterline's Bronchial Elixir" was reported by the government chemists to be a solution of morphin, potassium citrate and aromatics in alcohol and water. The claims that it would cure bronchitis and was a remedy for all affections of the mucous membrane were declared knowingly, recklessly and wantonly false and fraudulent. Sterline was fined $75 and costs.—[*Notice of Judgment No. 4478; issued Nov. 13, 1916.*]



Sykes' Sure Cure for Catarrh.—Dr. Sykes' Sure Cure Co., Chicago, Ill., sold the "Dr. Sykes Sure Cure for Catarrh." According to the label, the stuff was originated by Dr. C. R. Sykes, who "took a course of medical studies and graduated as an M.D. in Bennett Medical College, Chicago, and the rest of his life was spent in successfully treating catarrh." The government chemists reported the results of analyses of two samples, one shipped from Illinois to California and the other from Illinois to New York. The samples varied but contained essentially about 2 per cent. alcohol with potassium chlorate, ammonium chlorid, and small amounts of hydrastin and methyl salicylate. The claim that the stuff was a cure for consumption, catarrh and diabetes mellitus was declared false and fraudulent. The company was fined $100 and costs.—[*Notice of Judgment No. 4459; issued Nov. 13, 1916.*]

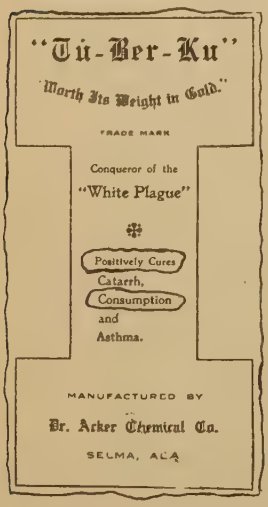
Van Wert's Balsam for the Lungs.—Morphin, chloroform, ammonium chlorid and alcohol were the medicinal ingredients found in this water-glucose preparation when a consignment shipped in December, 1912, was analyzed by the Bureau of Chemistry. It was falsely and fraudulently claimed to be a cure for asthma, whooping cough, consumption, etc. Further, the amounts of morphin and chloroform present were not declared on the label as required by law. On April 6, 1915, the court imposed a fine of $10 on Samuel Felt, trading as the Van Wert Chemical Co., of Watertown, N. Y.—[*Notice of Judgment No. 4104; issued April 19, 1916.*]

Tuberculoids.—This product was made by the Columbus Pharmacal Co., Columbus, Ohio. It was sold under the claim that it was a cure for tuberculosis, asthma, bronchitis, pneumonia, chronic coughs and catarrh. These claims the government declared were false and fraudulent and applied knowingly, recklessly and wantonly. The company also claimed that Tuberculoids consisted of a "recently discovered Anti-Tubercular chemical compound." The government declared this statement to be false and misleading because, as

a matter of fact, Tuberculoids consisted of "Coated tablets, containing creosote derivatives, cinnamic acid, bismuth, potassium, a small amount of organic iodin, traces of sulphate and chlorid, carbonate and starch." The company was fined $20 and costs.—[*Notice of Judgment No. 4361; issued Sept. 12, 1916.*]

Tu-Ber-Ku.—The Dr. A. W. Acker Chemical Co. of Selma, Ala., shipped in interstate commerce 144 bottles of "Tu-Ber-Ku" which the government declared were misbranded in violation of the Food and Drugs Act. The preparation which admittedly contained 20 per cent. alcohol was sold under such claims as:

"Tuberculosis Can Be Cured. Tu-Ber-Ku Triumphs."
"It is a Blood Cleanser, a Lung Builder, a Flesh Maker, a Health Restorer and an effective agency for fighting and curing Tuberculosis."
"Has cured Consumption, Catarrh, Lagrippe, Asthma and severe colds."



These and similar claims were declared by the government to be false, misleading and fraudulent. The Dr. Acker Chemical Company filed an answer to the libel claiming the product and the case was brought before the court and a jury. After due deliberation the jury returned a verdict sustaining the government's charges. The court ordered the fraudulent nostrum destroyed.—[*Notice of Judgment No. 4367; issued Sept. 12, 1916.*]

Terraline.—The Hillside Chemical Co. of Newburgh, N. Y., was charged with misbranding under the Food and Drugs Act for shipping in interstate commerce quantities of "Terraline Plain" and "Terraline with Heroin." "Terraline Plain" was found to be simply liquid petrolatum while "Terraline with Heroin" was a similar drug carrying heroin in solution. "Terraline Plain" was declared misbranded because of the claims that it was easily digested and of value as nutriment and, indeed, was preferable to cod liver oil when, in fact, it was not digestible, was not preferable to cod liver oil and contained no nutritive value whatever. Furthermore, the claims made for "Teraline Plain" and "Terraline with Heroin" that they were effective remedies for consumption, asthma, la grippe, croup and all diseases of the throat and lungs were declared wantonly false and fraudulent. The Hillside Chemical Company was fined $25.—[*Notice of Judgment No. 4503; issued Feb. 8, 1917.*]

Vegetable Pulmonary Balsam.—Cutler Bros. & Co., Boston, sold this preparation under the claim that it was a remedy for consumption and pulmonary affections of every kind. Government chemists reported that the stuff was a sugar syrup, flavored with spearmint and sassafras and containing alcohol and opium. The therapeutic claims were declared false and fraudulent and made knowingly, recklessly and wantonly. The firm was fined $100.—[*Notice of Judgment No. 4380; issued Sept. 12, 1916.*]

Warner's White Wine of Tar Syrup.—The C. D. Warner Co. of Coldwater, Mich., manufactured and sold "Dr. Warner's White Wine of Tar Syrup," which contained opium and alcohol. The government officials declared that the preparation was misbranded, first, because the name was false and misleading in that it indicated that the stuff contained tar and a substantial amount of wine when, as a matter of fact, it contained no tar whatever and but an insignificant amount of wine. The government further declared that the claims

that the preparation was an effective remedy for consumption and all diseases and affections of the throat and lungs were false and fraudulent and made knowingly, recklessly and wantonly. The company was fined $50.—[*Notice of Judgment No. 4422; issued Oct. 16, 1916.*]

Wilson's Preparation.—Herman L. Davis traded under the name "General Agent for Wilson's Remedy, New York," and sold a product called "Wilson's Preparation."[1] It was sold as an effective remedy for consumption, asthma and all lung and throat maladies. Government chemists reported that Wilson's Preparation was a powder consisting largely of starch, acacia and sugar with potassium acetate, calcium hypophosphite and quinin. The therapeutic claims were, naturally, declared false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. Davis was fined $25.—[*Notice of Judgment No. 4480; issued Nov. 13, 1916.*]

"White Pine Expectorant" and "White Pine Balsam."—These preparations were shipped by the Allan-Pfeiffer Chemical Co., St. Louis, Mo., into the State of Illinois in violation of the Food and Drugs Act. The federal chemists reported that "White Pine Expectorant" and "White Pine Balsam" were each "essentially a sirupy solution containing a small amount of alkaloid (probably morphin), chloroform, alcohol, benzoic acid, and a large amount of plant extractives unidentified." The preparations were declared misbranded because the names indicated to the purchaser that each of the articles contained, as one of its essential ingredients, extract or tar of white pine when, in fact, neither article contained these substances. They were declared further misbranded because the labels contained false and fraudulent therapeutic claims to the effect that the products were effective remedies for consumption and all inflamed conditions of the lungs. The company was fined $40 and costs.—[*Notice of Judgment No. 4913; issued Oct. 17, 1917.*]

White Beaver's Cough Cream and Wonder Worker.—Shipped by the Spence-McCord Drug Co., La Crosse, Wis. Analysis of the "Cough Cream" showed it to contain morphin, chloroform, creosote, ammonium chlorid, and methyl salicylate. Analysis of the "Wonder Worker" showed it to contain over 74 per cent. of alcohol, also chloroform, morphin, camphor, red pepper, oil of turpentine, and ammonia. Both were falsely and fraudulently advertised. Fine, $300.—[*Notice of Judgment No. 5599; issued April 15, 1918.*]

Zaegel's Essence and Lung Balsam.—Max R. Zaegel, Sheboygan, Wis., who traded as M. R. Zaegel & Co., shipped in April, 1917, quantities of "Zaegel's Essence" and "Zaegel's Lung Balsam." The government chemists analyzed the "Essence" and reported that it consisted essentially of alcohol, water, sugar and plant extractives, including a laxative substance and a saponin. The "Lung Balsam" was also analyzed and reported to consist essentially of alcohol, water, sugar and laxative plant material flavored with oil of peppermint. The "Essence" was falsely and fraudulently represented as a cure for rheumatism, stomach, liver, bowel and kidney complaints, headaches, diseases of women,

1. This same fraud used to be sold as "The Wilson Consumption Cure" and purported to be a wonderful prescription of the Rev. Edward A. Wilson. Postoffice authorities put the Wilson Consumption Cure out of business by denying it the use of the mails. The matter is dealt with in the pamphlet "Consumption Cures," published by the American Medical Association.

and nervousness, as well as a remedy for heart trouble and a preventive of appendicitis. The "Lung Balsam" was falsely and fraudulently represented as a cure for coughs, lung and throat troubles and whooping cough and effective,

when used in connection with "Z. M. O.," as a cure for pneumonia and when used with the "Essence" as a cure for consumption. In September, 1918, Zaegel pleaded guilty and was fined $110.—[*Notice of Judgment No. 6628; issued March 22, 1920.*]

DEAFNESS CURES

The name of the deafness-cure quack is legion. Some carry an alleged cure for deafness as a "side-line" for other medical fakes they may be exploiting; some sell on the mail-order plan a worthless "course of treatment," while still others, and these probably are in the majority, dispose of, at exorbitant prices, devices that are trivial, worthless, and often dangerous. Many of the American deafness-cure quacks do an international business. Particularly do they invade that verdant field for medical fakers, the British Isles. Some of the most blatant of these have been exposed on the other side by Evan Yellon, honorary director of the British and Foreign Deaf Association and editor of the *Albion Magazine*, a publication issued in the interests of the deaf. Mr. Yellon, a journalist of the militant type, and a sufferer from deafness, appreciates the viciousness of the victimization carried on by the deafness-cure quacks. While a layman, Mr. Yellon expresses himself with no uncertainty regarding the dangers of quackery. In his book "Surdus in Search of His Hearing," which exposes the various frauds that prey on the deaf across the water, Mr. Yellon says:

"There is the very world of distinction between the qualified specialist and the quack. In one case you have a man . . . whose special education and training will have required the sinking of a round sum in capital plus many years of life . . . On the other hand, in the quack, we have in the majority of cases a man who does not possess even a sound general education, and who very often does not understand the elements of ordinary personal cleanliness. . . . He is a man moving in the dark, and thus making only blind shots. . . . He is a man of mysterious methods and secret remedies, and his vogue today is at once a significant token, and, as I have said, a menace to the community."

These words, while directed against frauds operated in the British Isles, apply with equal truth and equal force to those in our own country who sell deafness "cures."

ACTINA

In his series of articles on "The Great American Fraud" that appeared in *Collier's* some years ago, Mr. Samuel Hopkins Adams devoted one chapter to "The Specialist Humbug." In it he thus described the subject of this article:

"Easily first among the mechanical fakes is Actina, made by the New York and London Electric Association of Kansas City, which also manufactures 'Magneto-Conservative Garments' (supposed to cure anything from indigestion to locomotor ataxia) and other bunco devices. Actina itself is alleged to cure deafness and blindness, also catarrh, nervousness and a few pathological odds and ends of that sort. . . . Its booklet is a weird jumble of pseudophysiology and bad English. The Actina itself costs ten dollars. It is a small steel vial with screw stoppers at both ends. One end cures eye ailments and the other ear troubles. They work simultaneously. I live in hopes of seeing the Actina concern give a test, applying Blind Mary to one end and a deaf-mute to the other, and curing both at one stroke of business for five dollars apiece. The Actina, upon being unpacked from the box in which it is mailed, comports itself like a decayed onion. It is worth the ten dollars to get away from the odor. 'Can be used by any one with perfect safety,' says the advertisement, but I should regard it as extremely unsafe to offer it to a person with a weak stomach. Its principal ingredient is oil of mustard, an active poison, regarding which the United States Pharmacopeia prints this emphatic warning: 'Great caution should be exercised when smelling this oil.' So the 'perfectly safe' guarantee is hardly sound. The Actina contains also oil of sassafras, representing presumably a brave but

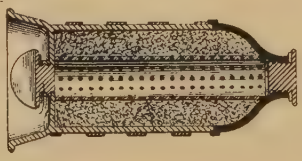
hopeless attempt to kill the inexpressible odor, and some alkaloid, possibly atropin. So far as curing any genuine eye or ear disease is concerned, the sufferer might just as well—and with far more safety—blow red pepper up his nose, and get his sneeze cheaper than by sniffing at a ten-dollar evil smell. The whole contrivance costs probably about twenty-five cents to make."

Later the New York and London Electrical Association gave place to the Actina Appliance Company, but the business went merrily on. The "inventor" of Actina was one William C. Wilson, yclept "Professor" by the Actina Appliance Company. A patent was granted to this device in 1886. According to the patent specifications, Actina is an "inhaler," and consists essentially of a cylindrical

Letter-head of the Actina Appliance Company

piece of metal about three inches long, with a small opening at one end and a large opening at the other. Through the center of the cylinder is a piece of perforated metal, around which is some absorbent packing which holds the vile-smelling ingredients—described by Mr. Adams as a mixture of oil of mustard and oil of sassafras.

In 1894 Actina was described in American advertisements as a "pocket battery." Furthermore, the public was told that Actina was an "electric battery"



Sectional view of the Actina from patent specifications.

that would "positively cure" deafness, asthma, bronchitis, hay-fever, neuralgia and "all forms of diseased eyes." This was nearly twenty years ago and such evidently ridiculous claims have not been made for the Actina humbug in the American advertisements for a long time. In England, however, the "magnetic" and "electric" nonsense has been used as a selling point until recently—if indeed it is not still used. For instance, this from a booklet issued by "Acoustic Patents, Limited," London, the European agents for Actina:

"'Actina' is not a simple inhaler, but a perfect ozone battery. The instrument has embodied in it the usual zinc and copper elements, and the electric action generating the remedies FATAL TO EVERY FORM OF CATARRH is produced by the chemical operation set up by these elements when one (copper) is in contact with the skin of the hand and the other (zinc) is inserted into the nostril."

The exploiters of Actina were orthodox in their quackery—advertisements in not-too-particular magazines, follow-up letters sent to those who answer the advertisements, reams of testimonials of the usual type, "press comments"—also of the usual type—and one or two letters alleged to be from men who are legally entitled to write M.D. after their names. Of course, some religious journals have been found willing to stand sponsor for Actina, for a certain type of religious journalism has for years been the sheet-anchor to medical charlatanry. One testimonial purports to come from a physician in a small Missouri village. It was found, on investigation, that the man in question died in 1911 at the age of 75. He was graduated in 1857 by a school that has long since gone out of existence, and later, in 1878, seems to have received a diploma from another "medical school" which also is extinct.

The price asked for Actina was $10—at first. Later came an offer to grant "50 per cent. discount on any goods" sold by the Actina Appliance Company. For the Actina concern sold, as has been mentioned, other things than the Actina device. Some of these were the "Electro-Magnetic Hair Brush"—with hard-rubber comb thrown in—which we were told "will relieve most cases of nervous headache and neuralgia"; "Professor Wilson's Magneto-Conservative Office and Sleeping Caps," which should be worn, said the Actina Appliance Company, when one is afflicted with paralysis or locomotor ataxia, and "Professor Wilson's Magneto-Conservative Waist," which brings to bear, so it was said, "a wonderful force" which prevents "loss of nerve energy."

Then for those suffering from that most distressing of ailments, "cold feet," there were recommended "Professor Wilson's Magneto-Conservative Insoles." These would prevent the wearer, said the Actina Appliance Company, from being afflicted with weak lungs, rheumatism and depleted nerve energy, with "all the concomitants resulting therefrom." Were you ruptured? "Professor" Wilson had "an Improved Elastic Truss" which he was willing to exchange for $8 in real money. From all of which came the impression that it was perfectly useless to suffer from any of the various ills that flesh is heir to, when the Actina Appliance Company had some device that would cure them.

Declared A Fraud

On May 24, 1915, Judge W. H. Lamar, Solicitor for the Post Office Department, recommended to the Postmaster-General that a fraud order should be issued against the Actina Appliance Company of Kansas City, Mo. The Solicitor based his recommendation on an investigation of the Actina concern made by postal inspectors. After examining all the evidence in the case, as well as the argument for the Actina Appliance Company and the brief issued by the Actina concern's attorneys, McCune, Harding, Brown & Murphy, Judge Lamar declared:

> "I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the Actina Appliance Company at Kansas City, Mo."

The Postmaster issued an order May 29, 1915, and the use of the mails was denied the Actina Appliance Company. In his memorandum to the Postmaster-General the Solicitor gave in detail the facts regarding the methods of the Actina Appliance Company. To quote in part from the memorandum:

> "Under the above name, William H. Ehlers, Henry J. O'Brien and John R. Foran are engaged in selling through the mails an appliance called by them the 'Actina.' It is a small cylindrical metal vessel with an opening at each end, one a large opening for application to the eye and the other a small

opening to be held to the nose for inhalation. Inside is an absorbent material which has been soaked in a solution made up according to the following formula:

Oil of sassafras	2 pounds
Fluid extract of belladonna leaves	1 pound
German oil of mustard	4 pounds
Hydrobromic ether	1 pound
Nitrate of amyl	4 ounces"

After quoting in detail from the "directions" for using the "Actina" the memorandum continues:

"This appliance is sold through the mails for $10 (to those who buy it in response to the solicitations of the earlier circular letters) and for $5 (to those who hesitate long enough to receive follow-up letters making a 50 per cent. deduction) on the strength of representations and pretenses contained in the advertisements and circular matter, carefully worded so as to avoid positive assurance of its potency, but nevertheless as effective in leading the reader to believe that the appliance used as directed will cure all forms of eye trouble, deafness, catarrh, colds and various affections of the eye, ear, nose and throat."

A few of the pages taken from a booklet sent to persons who answered the Actina advertisements. Rupture, cold feet, nervous headache, locomotor ataxia, rheumatism and paralysis are a few of the ailments for which the Actina Appliance Company sold devices.

Then are quoted some of the claims made for the "Actina" both as a remedy for failing eyesight and also for deafness. Some of those relating to deafness were:

"DEAFNESS SUCCESSFULLY TREATED: If you have catarrh and are growing Deaf you should lose no time in investigating 'Actina.' It removes the catarrh and catarrhal deposits and loosens up the small bones in the inner ear, making them respond to the vibration of sound. A FREE TRIAL of the 'Actina' is given in every case. Send for our FREE TRIAL offer and valuable FREE BOOK."

"'Actina' can be used with perfect safety by every member of the family for any affliction of the eye, ear, throat or head."

"Deafness and Catarrh successfully treated by 'Actina.'"

"Nearly all authorities agree that Deafness, in ninety-eight cases out of one hundred, is the result of Catarrh, and that if the air passages can be freed from the Catarrhal deposits, the hearing, in most cases, would be greatly improved or restored and the head noises, if any, would cease.

"Please glance through the pamphlet we are enclosing. Here is an article on Catarrh by R. C. Bayley, M.D.—Note that he states that Actina is the most efficient remedy for

Catarrh and Catarrhal Deafness that he has been able to find in an extensive practice of over forty years. Many other excellent testimonials will be found in the book and circulars mailed you.

"As Actina has been so successful in the relief of Deafness, Catarrh and Head Noises we know of no reason why you should not obtain the same results if you will procure an Actina and use it faithfully according to directions."

The memorandum further describes the alleged testimonials issued by the Actina Appliance Company and gives the experience of an inspector who wrote to the company as a prospective purchaser. The record then continues:

"The evidence shows, and it was not denied by the respondent, that the only ingredient in the composition of the mixture used in preparing the appliance for use which has any substantial effect is the oil of mustard. The oil of sassafras is used to counteract the disagreeable odor of the oil of mustard. The extract of belladonna leaves does not come in contact with the

WORD AND WORKS MARCH, 190
DEAFNESS CURED BY "ACTINA"
95 per cent
"ACTINA" ALSO CURES ASTHMA, BRONCHITIS, SORE THROAT WEAK LUNGS, COLDS AND HEADACHE
NEW YORK & LONDON ELECTRIC ASSOCIATION, 927 V. Walnut St., Kansas City, Mo.
WEAK SORE EYES
AND ALL FORMS OF DISEASED EYES POSITIVELY CURED BY
"ACTINA"
CATARRH,
HAY FEVER, BRONCHITIS, ASTHMA, HEADACHE, SORE THROAT, DEAFNESS, NEURALGIA
Positively Cured by ACTINA
A Valuable Book Free
New York & London Electric Association,
DEAFNESS
Successfully Treated
BY "ACTINA"
Free Proof Cards Free
HEALTH RESTORED
A Scientific Magnetic Application
Conserves Life Force
ACTINA APPLIANCE CO.
Dept 804-A, 811 Walnut Street KANSAS CITY, MO.

Some advertisements, old and new, of the exploiters of Actina. The advertisement in the right-hand top corner appeared in a magazine in February, 1894; at that time Actina was sold as an "electric pocket battery."

mucous membrane of the nose or eye, the eye being closed when the instrument is applied. The ether and nitrate of amyl are extremely volatile and escape almost as soon as the appliance is opened."

The federal authorities called on prominent eye, ear and nose specialists for information regarding the probable action of the Actina device. The solicitor says:

"From their evidence and the other evidence in the case it is clear and I find that the only effect which the fumes from this appliance can have on

the nose and eyes is to make the eyes water and the nose run. It is the result which may be accomplished by any simple irritant and is only temporary.

"The evidence shows and I find that this appliance is absolutely worthless as a curative agent in any of the diseases listed above. So far as diseases of the ear are concerned the evidence shows conclusively that it could have no effect because the fumes could not even get into the middle ear, as pretended. So far as diseases of the eye, such as cataract, astigmatism, ulceration of the cornea, ulceration of the eyeball, blindness in one eye and nerve and muscular trouble of the eye are concerned, the use of this appliance would not only afford no relief, but is calculated to work an incalculable degree of harm, if not by the irritating effect of the fumes, by resulting in the postponement of proper treatment for exceedingly serious conditions until, at least in some cases, too late. The only effect upon affections of the nose which the appliance could possibly have would be the temporary alleviation of a stopped-up condition of the nasal passages."

The solicitor further calls attention to the fact that the affections for which the Actina device was indiscriminately sold arise from different causes and may require for their relief treatment quite different in character and adapted to the individual conditions present in each case. The postoffice inspector addressed letters of inquiry to a large number of persons who had purchased the Actina appliance, the names and addresses being procured from the postoffice records of Kansas City. These people were asked to give the result of their use of the Actina appliance. To quote:

"Out of 242 replies, only twelve contained claims that a cure had been effected by the use of the appliance. From the evidence in the case I am satisfied and find that these twelve persons and the other persons whose testimonials were put in evidence by the respondent were mistaken as to the character of the affection from which they were suffering, were led to believe that a cure had been effected because of the temporary alleviation of a stopped-up condition of the nose, or attribute a relief due to natural causes to the use of the 'Actina.'"

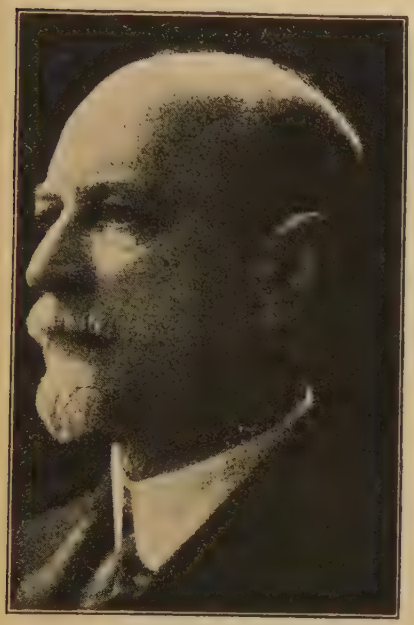
The only representative of the Actina Company who appeared before the federal authorities was John R. Foran, its president, who was questioned as to the basis for the representations the company made with respect to the Actina. Foran admitted that he had absolutely no medical education or training and knew nothing about the properties of drugs and, in fact, could give no basis for any of the claims made for the device other than testimonial letters and the statements of a nonpracticing physician and two alleged chemists of Kansas City to the effect that the ingredients used in Actina are said to be beneficial in catarrhal and congested conditions. After considering all the evidence in the case, the Solicitor made the recommendation previously referred to, with the result that the use of the United States mails has been denied the Actina Appliance Company.—(*From the pamphlet, "Deafness Cures," August, 1916.*)

COUTANT'S DEAFNESS CURE

George E. Coutant, M.D., conducts a "cure for deafness" concern from two addresses in New York City, 1215 Broadway and Station E, Postoffice. The business is conducted on the mail-order plan by methods common to concerns of this type. Victims are obtained in the usual way—advertisements in such newspapers and other publications as are not above sharing in the profits of quackery. Coutant went to New York City ten or twelve years ago. Before that time he had practiced in the towns of Poughkeepsie, N. Y., and Dobbs Ferry, N. Y. After settling in New York City, Coutant advertised for some time from the same address as that of "Wood's Cure for Drunkenness" and the "Koskott Laboratory"

cure for baldness, and it is said that he is identified with both these concerns. His connection, whatever it may be, with the "cure for baldness" is, naturally enough, kept from the public; a glance at his picture will show why.

It may be remembered that at the time Ehrlich's salvarsan ("606") was first introduced in this country, blatant advertisements were inserted in the newspapers all over the United States by a New York concern styling itself as "'606' Laboratories." This business, which advertised "One Dose Cures, All Symptoms Removed in Two Days," was owned by one James H. Scott. Coutant administered the drug and shared the profits of Scott's quackery. The New York authorities prosecuted Scott who, it is said, has discontinued the business and the "606 Laboratories" are now being conducted under the name of "Dr. G. N. Bancker." In addition to his connection with this unsavory outfit, Coutant is said to have been more or less closely identified with the Force of Life Co., which the federal authorities put out of business a few years ago, with old Dr. Hale on Fourteenth Street, New York City, and with two medical mail-order concerns, Kotalko, Inc., at 1215 Broadway and the All Day Cure Co., 534 Sixth Avenue.



J. C. Coutant, M. D.

Coutant is fond of publishing his picture. Side view and full view, his picture appears scattered promiscuously throughout his "literature." A glance at the picture here reproduced may explain why his alleged connection with the Koskott "cure for baldness" is kept in the background.

ANSWERING THE ADVERTISEMENT

Those who answer Coutant's advertisements are sent a thirty-two-page pamphlet entitled "A Treatise for Those Troubled with Deafness." In it Coutant declares, as his "positive belief," that he has discovered "the most efficacious general system for treating catarrhal deafness and head noises which is obtainable anywhere in the world." He attempts to defend his method of going to the public. No matter how skilful a physician may be, says Coutant, he must remain in the same oblivion as the stupid doctor—unless he advertises!

"Even if he could accomplish wonders in any branch of therapeutics, he must, according to the old system, plod along depending on the recommendations of patients."

For a man who does not stick to facts, Coutant's memory is short, for a few pages farther on in his pamphlet, where he wishes to make an entirely different point, he says:

"Most of the good aurists are very busy practitioners."

"It is far from my nature and disposition to boast," confides Coutant; in fact, "if I had not become a physician I should have been a clergyman. I am inherently conscientious. . . ." And, modest violet that he is, he continues:

"I know the only satisfactory method of conquering deafness."

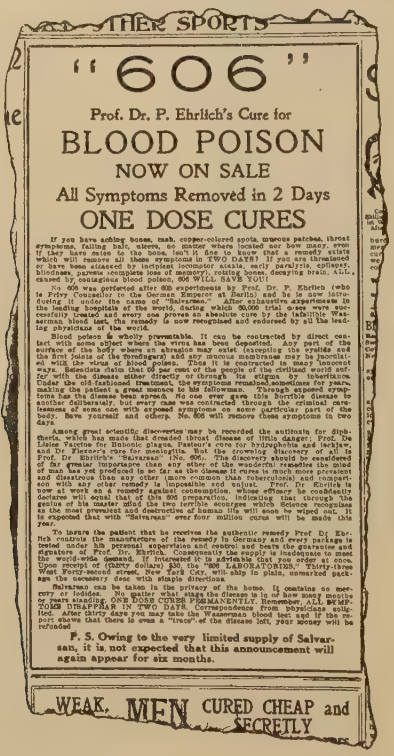
"I am well learned and experienced in general medical practice."

"I have successfully treated . . . rheumatism, sciatica, lumbago, gout, neurasthenia, nervousness, loss of vigor, general weakness, catarrh, asthma, hay fever, bronchitis, epilepsy, piles, female disorders, eye troubles, children's chronic ailments and numerous other ills to which flesh is heir."

"I truly believe I am the one who is, by far, doing the most good."

"I am fair spirited and courteous."

And so on *ad nauseam.* In addition to the booklet, Coutant sends to those who write him the first "letter" of his follow-up series. This is a four-page communication, printed in purple ink and in imitation of typewriting, with the name


THER SPORTS

"606"

Prof. Dr. P. Ehrlich's Cure for

BLOOD POISON

NOW ON SALE

All Symptoms Removed in 2 Days

ONE DOSE CURES

If you have aching bones, rash, copper-colored spots, mucous patches, throat symptoms, falling hair, ulcers, no matter where located nor how many, even if they have eaten to the bone, isn't it fine to know that a remedy exists which will remove all these symptoms in TWO DAYS? If you are threatened or have been attacked by incipient locomotor ataxia, early paralysis, epilepsy, blindness, paresis (complete loss of memory), rotting bones, decaying brain, caused by contagious blood poison, 606 WILL SAVE YOU!

No 606 was perfected after 605 experiments by Prof. Dr. P. Ehrlich (who is Privy Counsellor to the German Emperor at Berlin) and he is now introducing it under the name of "Salvarsan." After exhaustive experiments in the leading hospitals of the world, during which 50,000 trial cases were successfully treated and every one proven an absolute cure by the infallible Wassermann blood test, the remedy is now recognized and endorsed by all the leading physicians of the world.

Blood poison is wholly preventable. It can be contracted by direct contact with some object where the virus has been deposited. Any part of the surface of the body where an abrasion may exist (excepting the eyelids and the first joints of the forefinger) and any mucous membranes may be inoculated with the virus of blood poison. Thus it is contracted in many innocent ways. Scientists claim that 60 per cent of the people of the civilized world suffer with the disease either directly or through its stigma by inheritance. Under the old-fashioned treatment, the symptoms remained sometimes for years, making the patient a great menace to his fellowman. Through exposed symptoms has the disease been spread. No one ever gave this terrible disease to another deliberately, but every case was contracted through the criminal carelessness of some one with exposed symptoms on some particular part of the body. Save yourself and others. No. 606 will remove these symptoms in two days.

Among great scientific discoveries may be recorded the antitoxin for diphtheria, which has made that dreaded throat disease of little danger; Prof. De Lisles Vaccine for Bubonic plague, Pasteur's cure for hydrophobia and lockjaw, and Dr. Florence's cure for meningitis. 606, discovery should be considered far greater importance than any other of the list, because the greatest curse of man has yet produced is so far as the disease it cures is more widely spread and disastrous than any other (more common than tuberculosis) and comparison with any other remedy is impossible and unjust. Prof. Dr. Ehrlich is now at work on a remedy against consumption, whose efficacy he confidently declares will equal that of this 606 preparation, indicating that through the genius of his master mind the two terrible scourges which Science recognizes as the most prevalent and destructive of human life will soon be wiped out. It is expected that with "Salvarsan" over four million cures will be made this year.

To insure the patient that he receives the authentic remedy Prof. Dr. Ehrlich controls the manufacture of the remedy in Germany and every package is tested under his personal supervision and control and bears the guarantee and signature of Prof. Dr. Ehrlich. Consequently the supply is inadequate to meet the world-wide demand. If interested it is advisable that you order at once. Upon receipt of (fifty dollars) $50, the "606 LABORATORIES," Thirty-three West Forty-second street, New York City, will ship in plain, unmarked package the necessary dose with simple directions.

Salvarsan can be taken in the privacy of the home. It contains no mercury or iodides. No matter what stage the disease is in or how many months or years standing, ONE DOSE CURES PERMANENTLY. Remember, ALL SYMPTOMS DISAPPEAR IN TWO DAYS. Correspondence from physicians solicited. After thirty days you may take the Wassermann blood test and if the report shows that there is even a "trace" of the disease left, your money will be refunded.

P. S. Owing to the very limited supply of Salvarsan, it is not expected that this announcement will again appear for six months.

WEAK MEN CURED CHEAP and SECRETLY

A typical advertisement of the "606 Laboratories" with which Coutant was connected.

of the person to whom it is addressed filled in to match. It tells of the wonderful results that may be expected if the patient takes the treatment—for which $10 is asked. The prospective victim is urged to send the money at the earliest possible moment, for:

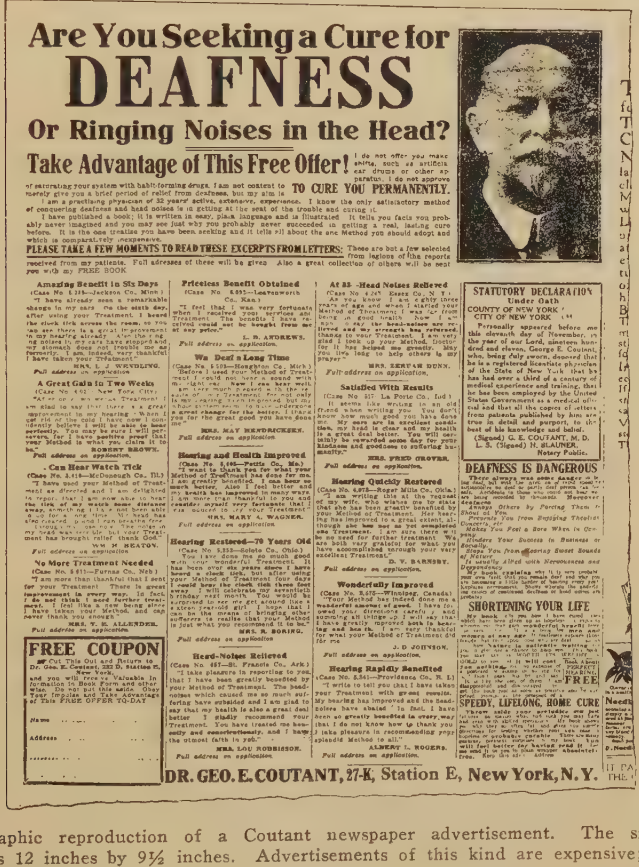
"The probability is that if you put off answering this letter and write to me later, I shall have raised my fee so that you must pay fifty dollars. Yet, I ask you to send only ten dollars with your letter. Do not put this aside, dear Friend. IT MEANS SO MUCH TO YOU."

He would have been nearer the truth had he said: The probability is that if you put off answering this letter long enough I will lower my price to $3! But of this, more later.

If his first letter is ignored, follow-up Letter 2 arrives five days later. This is marked "personal" and commences:

"Esteemed Correspondent:—The accompanying 'photograph gallery' will interest you, as well as the other particulars that are herein given. The notable success of my system of self-treatment at home is upsetting the old notion . . ."

And so on. The "photograph gallery" referred to is a list of testimonials with pictures of those giving them. Nothing is said in the second letter about the price. If this letter, too, is not answered, in twelve days comes Letter 3. This has a little more of the personal touch although it, too, is printed in imitation


Are You Seeking a Cure for
DEAFNESS
Or Ringing Noises in the Head?
Take Advantage of This Free Offer!
TO CURE YOU PERMANENTLY.
PLEASE TAKE A FEW MOMENTS TO READ THESE EXCERPTS FROM LETTERS:
Amazing Benefit in Six Days
Priceless Benefit Obtained
At 85 -Head Noises Relieved
STATUTORY DECLARATION Under Oath
DEAFNESS IS DANGEROUS
We Deaf a Long Time
Hearing and Health Improved
Satisfied With Results
SHORTENING YOUR LIFE
A Great Gain in Two Weeks
Can Hear Watch Tick
Hearing Restored—79 Years Old
Hearing Quickly Restored
SPEEDY, LIFELONG, HOME CURE
No More Treatment Needed
Heard-Noises Relieved
Wonderfully Improved
Hearing Rapidly Benefited
FREE COUPON
DR. GEO. E. COUTANT, 27-K, Station E, New York, N.Y.

Photographic reproduction of a Coutant newspaper advertisement. The size of the original was 12 inches by 9½ inches. Advertisements of this kind are expensive; Coutant's dupes pay for them.

typewriting. The name of the person to whom it is addressed is filled in and so is the date. In the body of the letter this paragraph, too, has been put in by Coutant's girl typists:

"I would like to make you, Mr. ————, the happiest man in Chicago. Will you let me do it?"

If Letter 3 fails to extract the cash—and, by the way, nothing is said about the price of the treatment in this letter—Letter 4 may be looked for about three weeks later. This commences:

"*Dear Friend:*—I feel prompted to send you this letter today because I do not believe that you wrote me originally out of mere curiosity and I am, therefore, somewhat mystified as to the reason why I do not receive your order for my Home Treatment."

If this, too, fails to capture the victim, Letter 5 arrives three weeks later. Thus:

"*Esteemed Friend:*—If I were to pin a five-dollar bill to this letter, you would acknowledge it as a nice present, yet it would be no more liberal than what I now propose. Let me send you my Treatment (as described and specified in my treatise) for half its price—only five dollars. . . ."

Three weeks more elapse and then Coutant's mailing force sends form-letter No. 6:

"*Dear Friend:*—. . . From my previous letters you may have learned how deeply interested I am in you and how anxious I am to aid you and even went so far as to offer to send you a Home Treatment set upon receipt of half the regular fee . . . It may be inconvenient to spare the sum of five dollars in one remittance and as a special favor to you I am willing to accept one dollar now and allow you to pay the balance ($4.00) when you receive the Home Treatment Set. I know you will concede that this is a very liberal arrangement for you . . ."

A month later—if the bait is still untouched—comes Letter 7 of the series. In it Coutant surmises that financial reasons may account for the "Esteemed Recipient" not having ordered the treatment. Hence:

"Let me now make your mind easy on the financial side of the question. I want to cure you and do not intend to let you lose the opportunity of taking my treatment merely because you are unable to send me ten dollars monthly. I make an offer to you now which I am confident you will not delay in accepting. I want you to send me ONLY THREE DOLLARS for a month's Treatment. . . ."

This is the last of Coutant's series. If he fails to get the three dollars finally asked for, he presumably charges up the postage and advertising matter to "profit and loss," and removes the name from his mailing list. Coutant's mailing system may be summarized as follows:

First letter, initialed GEC/A.....Asks $10.
Second letter, initialed GEC/AX-1..Mentions no price.
Third letter, initialed GEC/B.....Mentions no price.
Fourth letter, initialed GEC/C.....Still asks $10.
Fifth letter, initialed GEC/D.....Asks $5 down and $5 after cure.
Sixth letter, initialed GEC/E.....Asks $1 down and $4 when treatment is received.
Seventh letter, initialed GEC/F.....Asks $3.

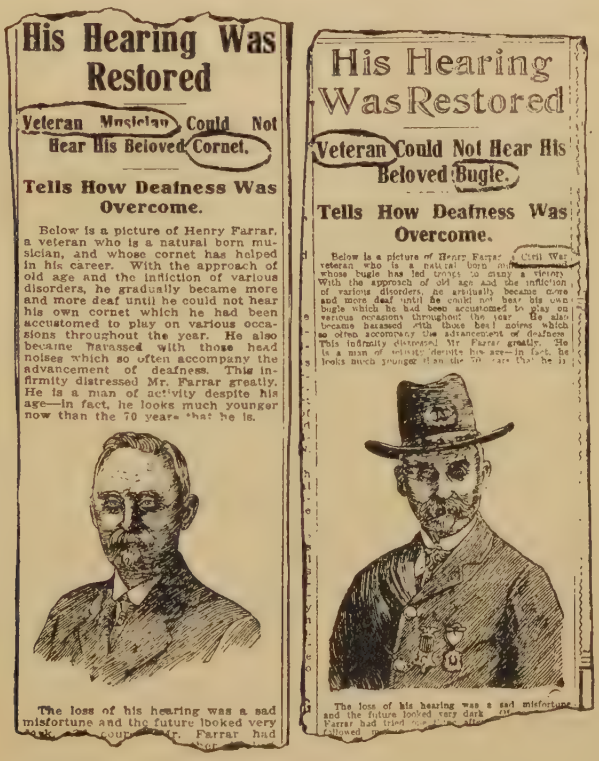
THE "TREATMENT"

Should the patient send in $10 or $5 or $3, as the case may be, for Coutant's Home Treatment he receives several small boxes containing a salve and pills of various sizes, shapes and colors. "All my remedies are guaranteed by law," says Coutant, a statement that is an unequivocal falsehood. The drugs were analyzed by the Association's laboratory which reported as follows:

"*No. 55.*"—A circular cardboard box containing thirty-two purple, sugar-coated tablets. When analyzed in the laboratory, these tablets were found to consist largely of resinous matter possessing an odor and taste similar to balsam of Tolu or Peru and to contain some sugar and starch. The instructions accom-

panying the "treatment" state that one of these tablets should be taken just before breakfast—presumably to make the victim feel that he is being "treated."

"No. 44, Dr. Coutant's Laxative."—A circular cardboard box containing ninety-two pink, sugar-coated pills. Chemical analysis showed that they were evidently the well-known aloin, belladonna and strychnin (A. B. S.) laxative pills. The sheet-anchor in the quack's armamentarium is a laxative. There is a tendency for people to overload the alimentary tract too often and unload it too seldom. The feeling of buoyancy and well-being that follows a good evacuation of the bowels is well known and, considering the ease by which it may be accomplished, it is not surprising that the quack takes advantage of it.



His Hearing Was Restored

Veteran Musician Could Not Hear His Beloved Cornet.

Tells How Deafness Was Overcome.

Below is a picture of Henry Farrar, a veteran who is a natural born musician, and whose cornet has helped in his career. With the approach of old age and the infliction of various disorders, he gradually became more and more deaf until he could not hear his own cornet which he had been accustomed to play on various occasions throughout the year. He also became harassed with those head noises which so often accompany the advancement of deafness. This infirmity distressed Mr. Farrar greatly. He is a man of activity despite his age—in fact, he looks much younger now than the 70 years that he is.

The loss of his hearing was a sad misfortune and the future looked very dark [illegible] Farrar had

His Hearing Was Restored

Veteran Could Not Hear His Beloved Bugle.

Tells How Deafness Was Overcome.

Below is a picture of Henry Farrar, a Civil War veteran who is a natural born [illegible] whose bugle has led troops to many a victory. With the approach of old age and the infliction of various disorders, he gradually became more and more deaf until he could not hear his own bugle which he had been accustomed to play on various occasions throughout the year. He also became harassed with those head noises which so often accompany the advancement of deafness. This infirmity distressed Mr. Farrar greatly. He is a man of activity despite his age—in fact, he looks much younger than the 70 years that he is.

The loss of his hearing was a sad misfortune and the future looked very dark [illegible] Farrar had tried [illegible] followed

The versatility of the quack is notorious. Here are parts of two advertisements published in Southern and Northern newspapers, respectively. They comprise a testimonial from one Henry Farrar. In the Northern newspapers, Henry Farrar is "a Civil War veteran" (reproduced on right), whose "bugle" we are told "led troops to many a victory"; in the Southern papers, Farrar's picture is shown (reproduced on left), minus his G. A. R. insignia, and his "beloved *bugle*" has become his "beloved *cornet*," which instead of leading "troops to many a victory," has merely "helped in his career."

"No. 77."—A circular tin box containing sixty-six brownish-gray, uncoated tablets. Analysis showed that these bottles contained no active medicaments, but were apparently nothing but starch and gelatin. The unpleasant glue-like odor was partly disguised by minute quantities of oil of wintergreen. These tablets, like No. 55, are to be taken just at meal time—this time at midday and in the evening. As no drugs could be found in them they are sent, probably, to sustain the interest!

"No. 11, For Gargling."—A small rectangular box containing sixty-three bright yellow, uncoated tablets. Quantitative analysis showed that these tablets were nothing but sodium chlorid (salt). It would never do to tell the purchaser of a $10 treatment to use such a simple, inexpensive and well-known substance as table salt. But compress the salt into tablets, stain them a vivid yellow and they may be counted on to produce wonderful results. The mental effect produced by brilliant colors in pills and potions is fully realized by the mail-order medical faker, and every man in this business has his tablets made up in unusual shapes and gaudy hues.

"No. 63, Nasal Douche Solution."—A small glass vial containing eight large, pink, uncoated tablets. Wrapped around the bottle, but not attached to it, was a gummed label on which was printed "Dr. Coutant's Special Lotion for Use in the Nasal Douche." The instructions were to put these eight tablets in a quart bottle of water and fill the bottle up with water, placing the gummed label on the bottle after the solution is made. The tablets, which formed a slightly turbid alkaline solution, were found on analysis to consist essentially of sodium bicarbonate (baking soda) and borax with small quantities of thymol, anise and possibly other essential oils. The pink-colored alkaline liquid made by dissolving these tablets in water is weakly antiseptic. A few cents' worth of the compound alkaline antiseptic solution of the National Formulary would, when diluted, produce a more efficient preparation for a nasal douche. Coutant, in instructing the purchaser in the use of his "No. 63" solution, says: "Draw the liquid up into the nose by suction"—a recommendation that not only endangers him who follows it but also demonstrates the ignorance of him who gives it.

"No. 29, Absorbent Cream Salve."—A circular tin box containing a brownish ointment. Analysis indicated that it was petrolatum ("vaseline") with some turpentine-like substance mixed with it. This is to be rubbed "on the head just back of the ear."

"Dr. Coutant's Kotalizer."—This is a nickel-plated piece of tubing about 3 inches long and a half-inch in diameter, with perforations at each end. It is supposed to be used as an inhaler, one end to be placed in the mouth, the other end to go into the nostril. Within the tube is a small roll of felt saturated with oil having an odor that would shame a decayed onion. On analysis, the oil appeared to be a mixture of oil of mustard, camphor and resinous matter. The danger of inhaling the pungent fumes of oil of mustard, which is a most powerful irritant, is best described by quoting the caution which is given—in italics—in the United States Pharmacopeia: *"Great caution should be exercised when smelling this oil."* Yet this is put in the hands of the unsuspecting with no word of warning.

"Dr. Coutant's Nasal Douche."—This is a glass nasal douche of the type commonly known as the Bermingham douche. They can be bought at retail for 8 cents. In this instance it reached the purchaser broken.

Such then is the cheap outfit for which Coutant asks $10, $5 or $3, according to the ease with which his victims give up their money for the promised "lasting relief without drugs." This heterogeneous collection of pills, salves and gargles could doubtless be duplicated, in quantities, for 25 cents—and a profit made at that.

Two weeks after the treatment has been received another follow-up letter comes from Coutant telling the victim not to be discouraged at any apparent failure on the part of the treatment.

"Dear Patient, you must maintain calm perseverance . . . do not look for miracles; be content with the gradual benefit which it is the purpose of my Method to provide."

This letter is merely a preliminary one sent for the purpose of breaking gently the news that more "Home Treatment" must be purchased. Again in two weeks another letter comes printed as usual in imitation of typewriting, and while it is marked personal has nothing individual about it except the date which

has been filled in on a typewriter. Says Coutant: "It is possible that as yet you may not have experienced any notable change in your hearing." It *is* possible, even probable. But, continues Coutant:

"There is every reason why you should continue under my care. . . . If it is necessary to use a second supply, do you not think, dear patient, that the prospective benefit will more than pay you for your inconvenience and expense . . . Please let me hear from you at once so that I can prepare your new treatment for the next month and send it to you in time to avoid an interruption. It is so important."

It doubtless *is* important—to Coutant! In three weeks' time, if the money is not sent, the mailing force sends out another form letter:

"I feel a little apprehensive at not receiving your order, fearing that you may be neglectful of yourself . . . Again, I say, dear Friend, do not lose patience; do not fail to follow my instructions and take my remedies regularly . . . Write me today and enclose payment so that I can send your treatment immediately."

Here is the Coutant Home Treatment, half the natural size. Five small boxes of pills, a small tin of salve, a cheap glass nasal douche and a piece of nickel-plated tubing that smells like a decayed onion—these comprise "the only satisfactory method of conquering deafness." The outfit sells for $10, $5 or $3—according to the ease with which the victims give up their money.

With this letter is a bill for $3 for "One Set Medicinal Preparations for a Second Complete Treatment." More than a month later yet another form letter comes. This epistle is really pathetic, for every line proclaims the fear that the chances of getting more money are poor indeed:

"My candid personal opinion is that you ought to continue with my treatment, using a little further gentle perseverance . . . I say to you truly, upon my professional honor, dear Patient, that if you will place your trust in me you will have no reason to regret it . . . I can only surmise that the matter of cost has been standing in the way and if you had only made this clear in your usual frank manner, you could have relied upon me to do everything possible to meet you upon an agreeable convenient basis."

The "agreeable convenient basis" on which Coutant offers to "meet you" is that of offering a second set of his treatment for "only $3." Says he, "I shall completely forego the remaining $7."

TESTIMONIALS

Like every other medical mail-order concern, Coutant's trump card is his testimonials. Testimonials, as we have shown time and again, are, as scientific evidence, not worth the paper they are written on. Some of them are positively fraudulent while many more are written in good faith by persons who have just commenced "treatment"—the kind of treatment makes no difference—and who, in the first flush of optimism, believe they are being benefited and write a letter to that effect. In cases of ailments of a general nature, the testimonial giver is likely to maintain to the end of the chapter that he was benefited by the treatment. Most of us have vague aches and pains at times from which we recover in due course, whether with treatment, without treatment or in spite of treatment. Remembering the inability of the average person to distinguish between a mere sequence of events and cause and effect, it is easy to understand how the particular "treatment" that immediately precedes recovery gets the credit for that recovery.

There are, however, certain diseases that will in time give the lie to the testimonial. A sufferer from consumption or from cancer may give a testimonial for some worthless cure, and it is only necessary to wait awhile to be able to prove by documentary evidence—the death certificate—how valueless the testimonial is. The same is true, to a large extent, in cases of deafness. For this reason, a few of the testimonials published by Coutant were investigated.

Most of the testimonials that he issues at present do not give the address of the persons alleged to have written them. THE JOURNAL'S investigation of mail-order medical concerns has made their owners wary. Two or three years ago, when we were beginning to collect the Coutant material, he gave the full name and address of those who had written testimonials for him. After waiting for more than a year, or a sufficient length of time to permit the first enthusiasm to wane, some of these testimonials were looked into. First, physicians who lived in the same town as the testimonial givers were written to and asked to investigate the condition of these persons. We give here as briefly as possible what was learned. The names of the persons (and the towns in which they live) are purposely omitted to shield them from a somewhat unenviable notoriety:

J. F. C. T———, South Dakota, had given a testimonial. In answer to the question: "Is Mr. T——— in any sense of the word, cured?" a physician in his home town writes us: "No, as bad as ever." He adds: "I have been well acquainted with J. F. C. T——— for some years. He is very deaf."

Miss L. S———, Wisconsin, was another testimonial giver. The physician who was written to says: "Am well acquainted with Miss S——— and she is just as deaf as ever."

Mrs. M. A. H———, Illinois, has also testified for Coutant. We learn from our informant: "Mrs. H——— is totally deaf in both ears and has been for five or six years to my personal knowledge."

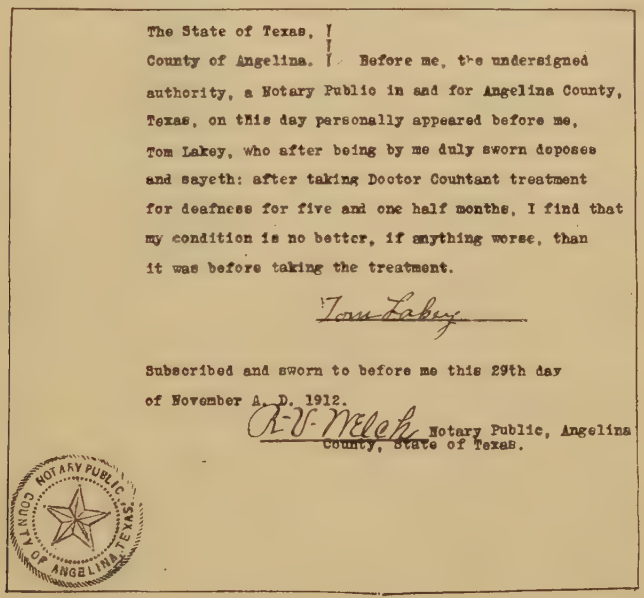
Mrs. M. A. B———, Ohio, furnished another testimonial. The physician who investigated this case writes: "M. A. B——— lives here and is so deaf that her own people are compelled to write for information from her. Her daughter-in-law, with whom she lives, says the treatment did her harm."

Mr. J. M. S———, Oklahoma, testified to the value of Coutant's "Home Treatment," but we are told: "He has suffered from deafness for years. He is not cured in any sense of the word."

Mr. H. L. W———, Kansas, had given a testimonial to Coutant, but: "He is deaf. Very, very deaf. I have known him for years and at no time has he been able to hear ordinary conversation. In order to make him hear at all, one must speak very loud and close to his ear."

Mr. J. A. R. F———, South Dakota, also testified to the value of Coutant's treatment. But Mr. F——— "has been deaf and is very deaf at the present time."

These cases are not selected. The names were taken from a letter sent out by Coutant about two years ago and the answers have been given just in the order they were received. In no single instance have we found a case in which a deaf person taking Coutant's treatment has been cured. In the face of this testimony, received from unquestionable sources, it seemed worth while to find out what the individuals themselves thought of Coutant's "treatment" which they had taken. Accordingly, letters were sent to each of the persons just referred to by a woman living in a small town in the middle West. She explained that she was deaf and could not afford to waste money on worthless treatments and she urged the



The State of Texas, }
County of Angelina. } Before me, the undersigned authority, a Notary Public in and for Angelina County, Texas, on this day personally appeared before me, Tom Lakey, who after being by me duly sworn deposes and sayeth: after taking Doctor Countant treatment for deafness for five and one half months, I find that my condition is no better, if anything worse, than it was before taking the treatment.

Tom Lakey

Subscribed and sworn to before me this 29th day of November A. D. 1912.

R. V. Welch Notary Public, Angelina County, State of Texas.

NOTARY PUBLIC ANGELINA COUNTY TEXAS

Photographic reproduction (reduced) of an affidavit made by Thomas Lakey, whose testimonial Coutant published.

persons addressed to tell her frankly and honestly whether or not they could recommend Coutant's treatment. The replies were most interesting and bore out what has been said so many times regarding the scientific worthlessness of testimonials.

Mr. J. F. C. T———, South Dakota, was the only one of those written to who still persisted in praising Coutant's treatment. T———'s loyalty is evidently known to Coutant for of all these old testimonials this seems the only one he publishes at the present day. Coutant sends out what purports to be a type-written copy of a testimonial from Mr. T———, but which, certainly, was never written by that gentleman, although it may have been signed by him. In answer to the woman's inquiry T——— wrote in his own handwriting:

"Dear Madam:—Your letter of inquire to hand and in reply Will Say that I took treatmnt for carrh and deafness from Dr. G. E. Coutant of New York, N. Y. And he has help Me a hull lot.

yours truley, J. F. C. T———, ———, S. Dak.

Now imagine the writer of this letter—given *verbatim et literatim*—writing a testimonial which starts in the following language:

"I, J. F. C. T———, having been annoyed for several years with that treacherous disease known as catarrh and deafness of the head, believing in the honesty and methods of Dr. George E. Coutant of New York, consented to give his Treatment a trial . . ."

The facts are that Mr. T——— admits: (1) That he did not write the testimonial; (2) that it was "fixed up" by Coutant from letters that T——— had written; (3) that he did not sign it; and (4) that he was surprised when he first saw it!

But if Mr. T——— is unwilling to warn a poor woman, most of the other testimonial-givers are not. Here is the result of the inquiry:

Miss L. S———, Wisconsin, failed to reply to the letter that was sent.

Mrs. M. A. H———, Illinois, wrote in part:

"I received your letter. Am sorry I can't advise you to try Dr. Coutant for he did me no good and I have corresponded with others that took his treatment and he did them no good. I have also doctored a lot. I have been out to Des Moines, Iowa, to Dr. Coffee. [Another quack. See 'The Great American Fraud.'—Ed.] He did me no good but got about $80 out of me."

Mrs. M. A. B———, Ohio, did not answer the letter that was sent, but her son did. He writes in part:

In answer to your question concerning this doctor's treatment for deafness, my mother had great faith in his medicine and possibly told him that it did her good, but if conditions now justify me of rendering an opinion, I would say that she had better have kept her money. She can scarcely hear anything and her mind is weakened, whether by taking patent medicine or otherwise, I am unable to say."

Mr. J. M. S———, Oklahoma, another who had given a testimonial, said:

"Can hardly give you a favorable statement in regard to Dr. Geo. Coutant's treatment . . . His treatment helped me a little, but would not reach any further. I took his treatment over six months . . . I wish I could advise you, but I can't."

Mr. H. L. W———, Kansas, has also changed his mind regarding Coutant's treatment. Says he:

"Your letter read and will say don't spend any money on the so-called deafness specialist for he cannot cure you but only wants your money. I have doctored with him for over two years and it did not do me a bit of good, and further he has let one of my neighbors believe he could cure him for $10 and after the first month he wanted $10 more so this fellow calls him a cheat, and I don't think he misses it."

Mr. J. A. R. F———, South Dakota, in answering, writes:

"In reply to your inquiry in regard to Dr. Coutant's treatment for deafness will say I treated with him for four months but he did not cure my deafness. He did me some good at first, but it was as bad in one week as it was before. He might do you some good or he might not. I could not say he would cure you. I know he did not cure me."

Mr. Thomas Lakey, Onalaska, Tex., was another of those whose testimonials were investigated. Mr. Lakey, also, has changed his mind in regard to Coutant's treatment and he is willing to do what he can to counteract such harm as his testimonial may have done, for he declared, under oath:

The State of Texas
County of Angelina

Before me the undersigned authority, a notary public in and for Angelina County, Texas, on this day personally appeared before me, Tom Lakey, who after being by me duly sworn deposes and sayeth: After taking Dr. Coutant treatment for deafness for five and one-half months, I find that my condition is no better, if anything worse, than it was before taking the treatment.

Tom Lakey.

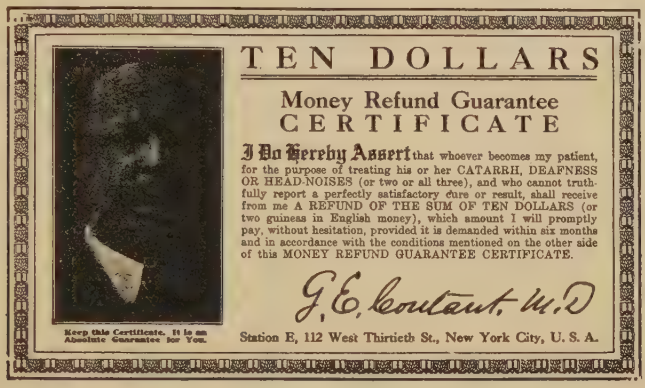
Subscribed and sworn to before me this 29th day of November, A. D., 1912.

R. V. Welch, Notary Public, Angelina County, State of Texas.

Could anything show better the absolute worthlessness of the testimonials used by the mail-order medical concerns? No wonder Coutant no longer publishes the address of his testimonial-givers, except in the few instances of individuals whose favorable reports he can rely on!

THE GUARANTEE DODGE

Next to testimonials the "guarantee" scheme is the most popular piece of claptrap used by quacks. Coutant uses it, and his "Money Refunded Guarantee Certificate" is an important part of his advertising paraphernalia. Like all such "certificates" the thing is perfectly worthless. In large type Coutant says:



TEN DOLLARS

Money Refund Guarantee
CERTIFICATE

I Do Hereby Assert that whoever becomes my patient, for the purpose of treating his or her CATARRH, DEAFNESS OR HEAD-NOISES (or two or all three), and who cannot truthfully report a perfectly satisfactory cure or result, shall receive from me A REFUND OF THE SUM OF TEN DOLLARS (or two guineas in English money), which amount I will promptly pay, without hesitation, provided it is demanded within six months and in accordance with the conditions mentioned on the other side of this MONEY REFUND GUARANTEE CERTIFICATE.

G. E. Coutant, M.D.

Keep this Certificate. It is an Absolute Guarantee for You.

Station E, 112 West Thirtieth St., New York City, U. S. A.

DO YOU REALLY WISH TO BE CURED
Of Catarrh, Deafness or Head-Noises?
Have You Other Troubles of Which You Would Like to Be Rid?

Determine you will follow my Method faithfully; you are to abide by the simple rules which I shall send you. Make reports regularly every two weeks. Never hesitate to ask me for extra or special advice when you are needing it. Be candid in what you inform me, so that I may thoroughly understand all the conditions of your case.

One who has been troubled with catarrh, deafness or head-noises for a considerable time is usually afflicted with one or more of the following diseases, disorders or morbid conditions which will probably be relieved, perhaps completely cured, with the catarrh or deafness or with the cessation of head noises. Bronchitis, eye weakness, lacking of vigor, rheumatism, neuritis, stomach disorder, over-stoutness, underweight, foul breath, tendency to hawk and spit, nervousness, twitchings, hysteria, dizziness, headaches, cough, female or male functional weakness or disorder, neurasthenia or nervous exhaustion, impaired memory, impure blood, anaemia, eczema, snoring, insomnia or sleeplessness, irritability, apprehension of calamities that never occur, chronic tiredness, lacking of virility, alcoholism, tobacco habit, drug addiction, need of taking sleeping or headache remedies, hoarseness, chest trouble, asthma, hay-fever, lumbago, gout, sciatica, boils, pains in the small of the back, tendency to intense morbid passions, such as anger, hatred, jealousy and suspicion, tendency to catch cold easily, constipation, kidney ailment, bladder weakness, liver disorder, weak heart, brain fatigue, loss of appetite, strange cravings, melancholy, loss of interest in things which ought to interest you, bloating, gastritis, nausea, earache, jaundice, St. Vitus dance, piles, lung weakness and numerous other ills to which the flesh is heir and which are amenable to some (often very considerable) extent to the system of Treatment which I give to my patients. I wish to make my patrons well and contented; it is my constant aim to attain the largest possible number of complete and permanent success: therefore I make the offer to refund ten dollars as specified on the other side of this document, provided the requirements of taking my Treatments faithfully are adhered to, also that reports shall be sent me regularly each two weeks, and also provided that my Method is followed uninterruptedly for at least three months; also provided that I am prepaid ten dollars for each Treatment and that the claim for the refunding of ten dollars is made within six months from the time the patient ceases to follow my Method, if there has not been a completely satisfactory cure or other result. Finally, it is to be understood that the patient shall, when ordering the Treatment, at the outset, mention that the order is sent in accordance with this Money Refund Guarantee Certificate. All correspondence will have careful attention and everything will be confidential. I never publish the names of testimonial givers unless allowed to do so by them.

DR. GEORGE E. COUTANT Station E NEW YORK CITY, U. S. A.

Photographic reproduction of the obverse (upper) and reverse (lower) sides of Coutant's "Money Refund Guarantee Certificate." The joker in this "guarantee" is buried in a mass of small type on the reverse side. By the terms of the guarantee, Coutant offers to return $10 (the price of the first month's treatment) provided the patient will purchase three months' treatment at $30. As the treatment is not worth thirty cents, Coutant is playing a safe game—for himself.

"I Do Hereby Assert that whoever becomes my patient, for the purpose of treating his or her catarrh, deafness or head noises (or two or all three), and who cannot truthfully report a perfectly satisfactory cure or result, shall receive from me a refund of the sum of ten dollars (or two guineas in English money), which amount I will promptly pay, without hesitation, provided it is demanded within six months and in accordance with the conditions mentioned on the other side of this Money Refund Guarantee Certificate."

The "joker" lies, of course, in the "conditions mentioned on the other side" of the certificate. These "conditions" are buried in a mass of inconsequential verbiage printed in very small type and inordinately long, but the gist of the matter is that Coutant will "refund ten dollars as specified":

" . . . provided that my Method is followed uninterruptedly for at least three months; also provided that I am prepaid ten dollars for each treatment . . ."

This means that Coutant is willing to return ten dollars provided that the victim shall have sent him at least thirty dollars for a worthless "cure." By the terms of the "guarantee," Coutant plays to get at least twenty dollars for something that, as a "cure" for deafness, is not worth twenty cents. Yet there is little doubt that thousands of victims have been led to send in their money in the belief that Coutant guarantees either to cure them or to refund their money!

For instance, we received a letter from a New York business man, asking us about Coutant, in the course of which he says:

"Dr. Coutant has written to my friend who has been deaf for a number of years, that if a fee of $10 is sent to him (Dr. Coutant) a cure will be assured or the money returned."

Of course Coutant does not make any such claims; he is too shrewd to make, in black and white, a statement which, if not lived up to, could bring him immediately into the courts on the charge of obtaining money under false pretenses or, if lived up to, would land him in bankruptcy. It is characteristic of the modern quack so to word his advertising matter as to give the greatest amount of deception with the least amount of legal risk.

SUMMARY

1. Coutant has been connected with various unsavory concerns.
2. Coutant makes claims that are either positive untruths or gross exaggerations. His advertising reeks with self-laudation.
3. He attempts to give the impression that the price of his "treatment" will soon be increased when as a matter of fact he makes it a rule to lower the price the longer the victim remains unconvinced.
4. Although Coutant advertises to produce cures "without drugs," as a matter of fact he sends several different kinds of drugs to the persons who purchase his treatment.
5. The treatment itself is perfectly worthless as a cure for deafness.
6. His testimonials have just as little value as his treatment and, as has been shown, while they may be documentarily genuine they are actually not worth the paper they are printed on.
7. Coutant's "guarantee" to refund money is merely a piece of advertising claptrap that requires those who would benefit from it to spend $30 for worthless treatments on the chance of getting $10 refunded.—(*From The Journal A. M. A., Jan. 25, 1913.*)

EDWARD E. GARDNER

Dr. Edward E. Gardner is in the "deafness-cure" business at 38 West Thirty-Third Street, New York City. In his advertisement he calls himself "a celebrated New York Aurist"; a New York quack would be nearer the truth. Gardner says, speaking impersonally of himself:

"His diploma is endorsed and he is given the honor to practice medicine not only in New York State, but by searching tests and thorough examination is given endorsement by the State Boards of New York, Pennsylvania, Illinois, Massachusetts, Vermont, and, in fact, all the states and territories in the United States. He is also allowed to send his treatment to England, Scotland, Ireland, France, Germany, Italy, and to all parts of the globe. Very few doctors have had this distinction bestowed on them. This means that you can rely on his treatment."

It would be hard to condense into smaller space than the matter just quoted a greater number of direct and inferential falsehoods. In 1890 Gardner seems to have been practicing in the states of Illinois and Pennsylvania, but soon thereafter is alleged to have been connected with the Copeland Medical Institute at Fifth Avenue, New York City. About 1900 he and his father-in-law are said to have opened an office on West Thirty-Fourth Street, New York City, exploiting a "catarrh cure" under the name of the Norma Medical Association. Still later, he moved to his present address where he and his brother, E. A. Gardner—who is not a physician—conducted business under the style "Drs. Gardner" until official intervention caused a change in title to "Dr. Gardner." Gardner was a stockholder in the "Help-to-Hear Company," a cruel swindle, put out of business by the federal authorities in 1906. In 1907 Gardner went into bankruptcy with about $13,000 liabilities and no available assets. The Norwich Pharmacal Company is said to have been one of his largest creditors.

Gardner's methods are typical of the mail-order quack: Letters, a sliding scale of prices and the other stock-in-trade of the mail-order faker. A letter-broker concern in New York City has advertised over 12,000 of Dr. E. E. Gardner's "deaf letters" for sale or rent. Those who write Gardner are sent a "free trial treatment" consisting of a small amount of ointment to put into the nostrils, some solution to drop in the ear and some tablets to take internally. The "regular treatment," we are told, costs $5 and lasts one month. This price he keeps up for three or four letters and then cuts it to $2.60. Some time later he writes again, making a "special rate" of $3 for a month's "treatment." He guarantees "to bring good results in three months," which "at $3 a month would be $9." He offers to cut this in two and to send a three months' treatment for $4.50 and says: "Now I think this a grand offer, I think one that you ought to accept." With this letter he encloses a slip describing other "cures" that he handles as side-lines. His "special rheumatism treatment including medicines" comes at a dollar a month; constipation he will handle at 50 cents a month; insomnia costs a dollar, as do also hysteria, indigestion and blackheads. Taking it all in all, Gardner seems to fulfil all of the traditions of quackery. The deaf cannot do better than avoid him.—*(From The Journal A. M. A., Nov. 1, 1913.)*

MISCELLANEOUS ADVERTISEMENTS.

GOOD NEWS FOR THE DEAF

A celebrated New York Aurist has been selected to demonstrate to deaf people that deafness is a disease and can be cured rapidly and easily in your own home.

He proposes to prove this fact by sending to any person having trouble with their ears a trial treatment of this new method absolutely free. We advise all people who have trouble with their ears to immediately address Dr. Edward Gardner. Suite 901, No. 40 West 33d st., New York city, and they will receive by return mail, absolutely free, a Trial Treatment.

An advertisement of Gardner in which he describes himself as "a celebrated New York Aurist."

"DR. L. C. GRAINS COMPANY"

Dr. Guy Clifford Powell, the deafness-cure quack of Peoria, Ill., was dealt with at some length by Mr. Adams in "The Great American Fraud" series. Powell's particular fake was what he called the "Electro-Vibratory Cure for Deafness," for which he asked $100 in his first letter to prospective victims, but—sliding swiftly through a series of form letters—finally offered to take $15 if the quarry seemed in any danger of escaping. As Mr. Adams said, Powell's Cure

"isn't worth $100 or $30 or $25 or 25 cents, except as its patent right owned by the 'discoverer' is an asset in his swindling operations." Powell called himself an "International Specialist"; if he had said international quack, he would have been correct, for he advertised on both sides of the Atlantic. In due time, Powell went the way of all flesh, but his business was too valuable an asset, apparently, to let die. It is now being carried on by a concern known as the "Dr. L. C. Grains Company," and is operated from Chicago instead of Peoria.

Photographic reproduction of some of the Dr. L. C. Grains Company advertising. Compare with illustration of Dr. Powell's advertising.

L. C. Grains seems originally to have had a small mail-order fakery of his own. "Red Clover Extract" and "Curo Grains of Life" were his specialties. After the Powell factory had been moved, bag and baggage, from Peoria to Chicago, L. C. Grains had the title "Dr." added to the concern. So far as our

Photographic reproduction of some of the old advertising put out by Dr. Guy Clifford Powell. It is used practically in its entirety by the Dr. L. C. Grains Co., successors to Powell's fakery. Compare with illustration of Dr. L. C. Grains Co. advertising.

records show, and they are exceedingly complete, L. C. Grains has absolutely no claim to the title of doctor of medicine. The advertising matter, booklets, leaflets and the general paraphernalia issued by the Dr. L. C. Grains Company

are practically identical with those used by Powell. About the only changes that have been made are those of substituting the words "Dr. L. C. Grains Company" for "Dr. Guy Clifford Powell." The "International Specialist" has become the "International Specialists."

In brief, the Dr. L. C. Grains Company is taking money from the unfortunate deaf for a worthless "cure."—(*From The Journal A. M. A., Nov. 1, 1913.*)

LEONARD EAR OIL

"Leonard Ear Oil" is an alleged cure for deafness, sold by one A. O. Leonard of New York City. The present method of exploiting this nostrum is comparatively new. A few years ago Leonard was engaged in a mail-order business of selling his "Invisible Antiseptic Ear Drums." At that time his "Ear Oil" was an accessory to his "Ear Drum" trade, and constituted the "repeater" part of the business. More than four years ago, the Propaganda department collected Leonard's series of follow-up letters; these were of the usual medical mail-order fake type, with the accompanying testimonials, bulletins, etc. The price first

Look for this Sign in
Drug Store
Windows.
It is a
LEONARD
EAR OIL
AGENCY
If your druggist is not an agent write me, 150 5th Ave., Suite 816, New York City, for descriptive circular and list of New York, Brooklyn and N. J. druggists who are agencies for Leonard Ear Oil. NO OIL SOLD BY ME AT RETAIL.

asked for one of the "Invisible Antiseptic Ear Drums" was $5.00, which included, also, enough "ear oil" to last one month. Additional "ear oil" came "at $1.00 per bottle, for the personal use of those who purchase the drums." Before the follow-up series was complete, the price had been reduced to $2.50. The final letter contained an offer to send a bottle of Leonard's Ear Oil for $1.00, nothing being said about the "Invisible Antiseptic Ear Drum." In fact, the last letter of the series would lead its recipient to infer that the "Ear Oil" was the only thing necessary to cure deafness.

Like most mail-order quacks Leonard apparently sold the original letters received from prospective victims, after they had ceased to be commercially valuable to him. At any rate a company that makes a business of buying and selling the original letters of "suckers" offered for sale, under "Deaf Letters," more than nine hundred of A. O. Leonard's vintage of 1907-08, more than five hundred of 1909-10, and more than seven hundred of 1911-12.

During the past year or two, Leonard seems to have been putting the soft pedal on the "invisible ear drum" part of his business, and playing up his "ear oil" fortissimo. Moreover, instead of selling the stuff as a mail-order proposition, Leonard now does business through drug stores. This tendency on the part of mail-order quacks to abandon the mail-order method, and conduct their business through the retail drug trade channels is an indication of the growing appreciation on the part of quacks of the protective power of the post-office fraud order. Is it also an indication of the low standard of business ethics of certain retail druggists? Leonard Ear Oil is by no means the only mail-order medical humbug that has found it safer, and doubtless more profitable, to abandon the mail-order feature and split the profits with the retail druggist.

"SOFT-PEDALING" HIS CLAIMS

One wonders whether the postal authorities have, during the past few years, dropped a hint to Leonard that his methods were likely to bring him into conflict with the law. This suspicion is strengthened by changes that have taken place in the character of the Leonard advertising, during the past few years. In the past we were dogmatically assured that "Leonard Ear Oil removes the mucus, opens up the tubes," etc.; now with more circumspection we are informed that "The purpose of Leonard Ear Oil is to remove the mucous, open up the tubes," etc. In 1915 Leonard Ear Oil "restored" hearing, if one were foolish enough to believe the advertising: now "restored" has given place to "improves." A further comparison between the older and newer advertising claims will indicate the change from direct falsehood to inferential misstatement:

OLDER ADVERTISING	NEWER ADVERTISING
". . . the Leonard Glandular Oil, if applied as directed will *cure* the diseased or catarrhal condition. . . . " — [Italics in original.—ED.]	". . . the Leonard Glandular Oil, if applied as directed, will *relieve* the diseased or catarrhal condition. . . ."—[Italics ours.—ED.]
"Rubbing this on the glands of my throat and back of my ears night and morning, thoroughly massaging it in, I have *cured* the catarrhal condition . . ." — [Italics in original.—ED.]	"Inserting this in my nostrils and rubbing on the glands of my throat and back of my ears night and morning, thoroughly massaging it in, I have *overcome* the catarrhal condition. . . ." — [Italics in original.—ED.]
". . . it, together with my Invisible Ear Drums, has *cured* literally thousands of cases of Deafness and Head Noises that were considered hopeless."—[Italics ours.—ED.]	". . . it, together with my Invisible Ear Drums, has *relieved* literally thousands of cases of Deafness and Head Noises that were considered hopeless."—[Italics ours.—ED.]
"The imported Oil used in this preparation successfully carries the *curatives* it contains, . . . through pores of the skin to the diseased parts and effects a *cure*."—[Italics ours.—ED.]	". . . the Imported Oils used in this preparation successfully carry the *remedies* it contains to the diseased parts and *remove the cause* of Deafness and Head Noises."—[Italics ours.—ED.]

ANALYTICAL REPORT

Some months ago the Department of Health of the City of New York purchased specimens of Leonard Ear Oil and analyzed it. The chemist reported, in effect, that the stuff had essentially the following composition:

Liquid petrolatum	41.96 per cent.
Ammonium oleate (soft soap)	8.18 per cent.
Oleic acid	14.40 per cent.
Camphor	9.85 per cent.
Eucalyptol	11.07 per cent.
Alcohol	12.00 per cent.
Water	2.54 per cent.

This would mean that Leonard Ear Oil is to all intents and purposes liquid petrolatum with camphor, eucalyptol, etc., emulsified by aid of a soft soap produced from ammonia and oleic acid. Having determined the composition of Leonard Ear Oil, the Department of Health of the City of New York lodged a complaint against Leonard, who was arrested and arraigned before the Court of Special Sessions, and adjudged guilty of making false and misleading claims. On July 14, 1918, Leonard was sentenced to thirty days in jail or to pay a fine of $250.00. Of course he didn't go to jail.

The Health Department of New York City went still further in protecting the public against this humbug. It notified all druggists in New York City that "the continued sale of Leonard Ear Oil with these false and fraudulent statements attached, will constitute a violation of Section 116 of the Sanitary Code, and will

subject the druggist so doing to prosecution." Moreover, the Bureau of Public Health Education of the New York Department of Health gave the facts publicity through its *Weekly Bulletin* and its *Monthly Drug Bulletin,* and prepared an exhibit which was placed in a window on a prominent street, exposing the Leonard fakery. The exhibit consisted of two placards used by the Leonard Ear Oil concern, with a bottle of the oil itself. Alongside the original bottle were placed two other bottles, one with material which the chemist's analysis showed the bottle to contain, and another showing a bottle of the same size containing water. Under these bottles appeared the following legends:

Bottle No. 1—"Leonard's Ear Oil. This preparation costs you $1.00. The Courts of this City have declared that the claims made as to the medicinal value of the preparation are false and misleading.

Bottle No. 2—"This preparation is, analytically, the same as 'Leonard's Ear Oil' and may be purchased at an ordinary drug store for about 20 cents."

Bottle No. 3—"This bottle contains water and is just as good as 'Leonard's Ear Oil' for deafness. The cost to you is only the price of the bottle."

This was last summer. Since that time another city—Cleveland, Ohio, which makes an effective attempt to protect its citizens from fraud in medicine—has taken action on the Leonard Ear Oil. Under date of November 4, the Commissioner of Health of the City of Cleveland issued an order to Cleveland dealers relative to the sale of the Leonard preparation. This order read as follows:

"Informing retail dealers that Leonard Ear Oil has been examined by this department and found to be a misbranded product within the meaning of the laws applying to Cleveland in that the claims made for this product are false and fraudulent, and its sale is therefore contrary to the best interests of the public health of this city.

"Dealers in Cleveland are hereby notified to discontinue the sale or offering for sale of Leonard Ear Oil."

As Leonard has ceased selling his stuff on the mail-order plan, he is no longer amenable to prosecution by the postoffice authorities. As he doubtless is careful to avoid making false and fraudulent claims for his product on the *trade package,* he can not be prosecuted under the Federal Food and Drugs Act. There is nothing, however, to prevent him making all the misleading claims he wishes to, regarding his nostrum, if he confines these claims to circular matter or window displays distributed through drug stores, and newspaper advertisements. That is, there is nothing to prevent this, unless city or state health authorities follow the lead of New York City and Cleveland. Will they do it?—(*From The Journal A. M. A., Dec. 7, 1918.*)

THE MORLEY EAR-PHONE

The Morley Invisible Ear-Phone is a device put on the market by the Morley Company, of Philadelphia. Our files show that a New York letter-broker offered for sale or rent more than 17,000 original letters sent to the Morley concern. The claims for the Morley device are both inferentially and directly false and misleading. For instance:

"A miniature and invisible phone for the ear. Makes low sounds and whispers plainly heard."

"The Morley Phone is the latest and most effective device for the relief of deafness."

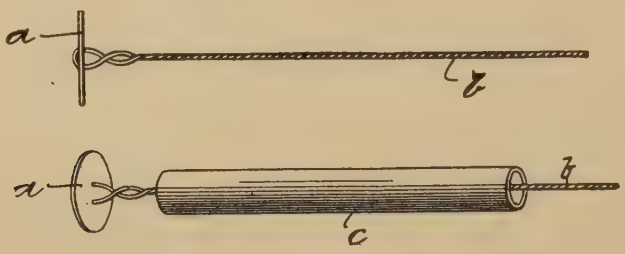
"It . . . transmits sound in increased volume to the auditory nerves."

"It restores hearing like magic."

"More sensitive to vibration and more powerful as a sound transmitter than any other device known."

The latest book sent out by the Morley concern shows that the falsehoods, in some cases, have been toned down from the direct to the inferential form, while some of the cruder lies have been eliminated. The same booklet contains

a number of alleged testimonials. In each instance the individual writing the testimonial gives two letters, one said to have been written several years ago and another said to have been written more recently. In the 1911 booklet the later letters are all dated June, 1911; in the 1912 booklet *exactly the same letters* are said to have been dated 1912! In addition to the personal testimonials, the Morley Company reprints what it calls "extracts from articles in some of the recent numbers of the leading medical magazines of the United States and Canada, referring to and commenting upon the Morley Phone." Some of these alleged extracts are from magazines that are notorious for the class of advertising they carry and the utterly uncritical standard of their editorial pages. One, however, is alleged to be taken from the *University Medical Magazine,* the official publication of the medical department of the University of Pennsylvania. The facts in this case, so Dr. B. A. Randall of Philadelphia tells us, are that the Morley Company got one advertisement in the *University Medical Magazine,* about fifteen or twenty years ago. It is from this, its own advertisement, that the Morley Company quotes, and in its 1913 booklet publishes these quotations from an old advertisement as an "extract" from an "article" in a "recent" number of the *University Medical Magazine!*



Illustrations of the Morley ear-phone reproduced from patent specifications issued to L. H. Vickers. The upper illustration shows the essential parts of the "phone"; *a* is the artificial drum of oiled silk with waxed silk thread, *b; c,* in the lower illustration, is piece of flexible tubing used in inserting the artificial drum.

Another alleged "extract" is given, said to be from the *Canadian Journal of Medicine and Surgery.* A page from the Morley booklet containing the alleged quotation was sent to the *Canadian Journal of Medicine and Surgery,* with a request for information regarding the truth of the matter. The managing editor of the Canadian magazine replied:

> "Permit us to state emphatically that the paragraph, as submitted to us, did not appear in this journal and the firm had no right to use it as such."

What is this Morley Phone? We find, on reference to the patent specifications granted to Laura H. Vickers, "inventor," who assigned the patent to George M. Vickers, that this "invisible ear phone" is nothing more or less than the old, well-known Toynbee artificial drum-head. It consists of a circular piece of oiled silk about one-quarter inch in diameter, through the center of which a piece of silk thread has been passed, for the purpose of holding the oiled silk in position. A small piece of flexible tubing comes with it to aid in inserting the device in the ear. Five cents would be a liberal estimate of the cost of the material for a device of this kind. The Morley Phone sells for $5, which, it must be admitted, leaves a considerable margin of profit for advertising purposes.

With a spool of silk thread, costing ten cents, and fifteen cents' worth of oiled silk, anybody old enough to use a pair of scissors could make four hundred artificial ear drums that would be just as effective—and just as dangerous in the hands of the deaf public—as the "Morley Phone"; total cost, twenty-five cents! Toynbee constructed his artificial membrane in 1852, but made it of rubber. The Morley concern, fifty years later, puts out practically the same thing made of oiled silk, and has the effrontery to say that this is the "latest and most effective device for the relief of deafness" and "is entirely different in every particular from any other ear-drum."

Typical advertisement of the Morley concern.

The indications for the use of any artificial ear-drum can be determined only by a competent aurist after personal examination. In many cases of deafness the use of such devices without proper medical advice, is fraught with danger. Even in the hands of skilled aurists, the use of the Toynbee artificial membrane has but a limited application. The indiscriminate sale of a device of this sort, especially at exorbitant prices and under false and misleading claims, is not merely an injury to the purse, but a distinct menace to the health of the deaf.—(*From The Journal A. M. A., Nov. 22, 1913.*)

GEORGE P. WAY EAR-DRUM

George P. Way does business from Detroit, Mich. He sells what he calls a medicated ear-drum which—if we are to believe the advertising matter—is so wonderful that it enables a man who was so deaf that he could not hear thunder to hear a clock tick thirty feet away! Way claims to have cured himself of twenty-five years' deafness by means of his drums. He asks $5 a pair for them, but if you are not too anxious you will receive the usual follow-up letters and before long will be able to purchase not only a pair of ear-drums but also "a very unique instrument" that Mr. Way has christened "Blowena"—all for $5. Blowena is a "catarrh cure" which is sold as a side-line to the ear-drum offer.

A study of the advertising matter that he has sent out during the past few years shows various discrepancies in the statements made at different times. In one of his earlier leaflets Way, who claims to have been an engineer, declares that before he "discovered" and "invented" his ear-drum he was so deaf that "it was with difficulty that I could hear the noises of my own engine." The later leaflet omits the sentence just quoted although the balance of the matter is practically identical. Why? Was the falsehood too raw, even as an asset to quackery? In the earlier leaflet he said:

"*I* have been granted patents in *all* foreign countries as well as in the United States."—[Italics ours.—ED.]

More recently, this has been toned down to:

"Patents have been granted in foreign countries as well as in the United States."

This modification is explainable to those who look into the matter carefully. In the first place, it is not true that Way ever was granted patents "in all foreign countries"; in the second place, the elimination of the personal pronoun is doubtless due to the fact that the "medicated ear-drum" that Way sells is not his invention but the invention of Frances M. Way, his wife! Incidentally, Frances M. Way is the individual referred to in the advertising matter thus:

"Most important of all, I have with me Dr. F. M. Way, who is a well-known specialist of the ear, nose and throat . . ."

Dr. F. M. Way was graduated in 1902 by the Detroit Homeopathic College, a low-grade institution now defunct. It is hardly necessary to say that Dr. Way is not a "well-known specialist." Way publishes comparatively few testimonials. Although we have sets of his follow-up letters, covering a period of some years, there are less than a dozen testimonials all told. Yet, Mr. Way claims that he has hundreds on file! One testimonial that he has featured to the extent of publishing not only a fulsome letter but a photograph of the person giving it came from a young woman who, the public was told, "was so deaf that I was attending a deaf-and-dumb school." She bought a pair of

I Was Deaf 25 Years
I CAN NOW HEAR
with these soft, pliable artificial ear drums. I wear them in my ears night and day. They are perfectly comfortable. No one sees them in my ears. Write me and I will tell you a true story,—how I got deaf and how I made myself hear.
Medicated Ear Drum
Pat. Nov. 3, 1908
No. 902785
ARTIFICIAL EAR DRUM COMPANY
Address GEO. P. WAY, Manager
G. P. WAY
41 Adelaide Street
Detroit, Mich.

George P. Way's advertisement. The Way Ear-Drum never cured a case of deafness, but might easily prove a serious injury to the deaf.

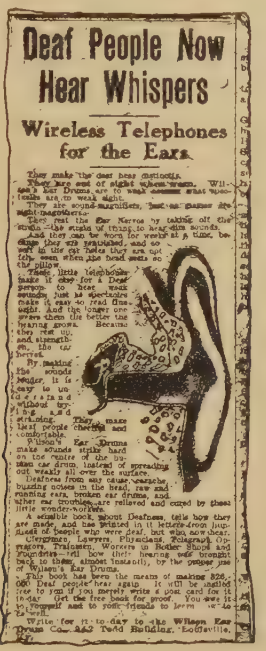
Way's ear-drums, and "now can hear a clock tick in any part of the room." A physician was written to who lives in the same town as this young woman. He declares that the girl has never been extremely deaf and her hearing is not yet restored. Another testimonial is from a man who declared that before using the Way Ear-Drum he "did not hear thunder," but with the "medicated ear-drums" in his ears he can "hear the tick of the clock thirty feet away." Investigation discloses that the man "is quite deaf" and is at the present time using an entirely different device.

The Way "medicated ear-drum" itself is a particularly vicious little device. While there is nothing in the advertising matter sent out by Way to make this clear, the patent specifications show that the drums are specially designed for individuals whose tympanic membrane ("ear-drum") is ruptured. It is a rubber contrivance enlarged at each end and with a constricted portion in the center. One of the enlarged ends is supposed to be pushed into the middle ear. The drums are recommended for discharging ears; actually they are about the worst things that could be used in such a condition. The amount of damage a device of this kind can do in the hands of the unskilled is almost beyond belief. But it furnishes the exploiters an income which they are willing to divide with those publications that are not above participating in the profits of quackery.—(*From The Journal A. M. A., Nov. 1, 1913.*)

THE WILSON EAR-DRUM

The Wilson Ear-Drum is another of the small rubber contrivances, made to slip into the external auditory canal (the outer ear passage), of which there are so many on the market. It is advertised under the usual claims and

is just as worthless as most devices of this sort and just as potent for harm. One might imagine that plain business judgment would bar claims that every person who has reached the age of responsibility, whether he is technically educated or not, would be able to recognize as obviously false. In the world of quackery, however, no such restrictions seem to hold. As Mr. Adams has so well remarked: "Our national quality of commercial shrewdness fails us when we go into the open market to purchase relief from suffering." Here, for instance, is what is claimed for the Wilson Ear-Drum:



A Wilson Ear-Drum advertisement. These worthless little rubber devices are described as "wireless telephones."

"It is the only device in the world that collects sound waves and focuses them to one point."

"It is the only device in the world constructed on scientific principles."

"It is the only device in the world that is made to fit the orifice of the ear."

"It is the only device in the world that cannot possibly injure the hearing."

These are only a few of the superlative virtues assigned to this trumpery piece of rubber. Elsewhere they are called "wireless telephones for the ears," and the claim is made that by their use "every condition of deafness or defective hearing is being helped and cured. . . ." The Wilson Ear-Drum is sold on the mail-order plan; also they are peddled over the country by their exploiter. The Wilson Ear-Drum, with "nickel forceps" and "drum inserters" thrown in, come at $5 a pair. As cures for deafness they are not worth 5 cents. —(*From The Journal A. M. A., Nov. 1, 1913.*)

EPILEPSY CURES

"Many of these quack remedies so glowingly set forth in the public prints possess the power of suppressing the attack for a time, but it is suppression only, not cure, and the patients are always worse afterward. If pushed too far, death may intervene from acute bromid poisoning."

Those who have followed the trend of events in the "patent medicine" world have noticed that since the passage of the Food and Drugs Act there has been a great increase in the number of remedies sold as cures for epilepsy. Possibly it would be more correct to say that the increase has been in the advertising appropriations made for this class of nostrums. The reason is not far to seek. The bromids are powerful drugs and produce well-marked physiologic effects. Taken in quantities that no physician who respected his patient's welfare—or his own reputation—would dare to prescribe, they produce effects that impress the layman with their potency. The purchaser mistakes a temporary suppression of the attacks of epilepsy, produced by large quantities of bromids, for a cure. The presence of this powerful drug does not have to be declared on the label, which doubtless accounts for its widespread use under the present law.

The enormous harm that may be done by such indiscriminate use of bromids was well described by Dr. W. T. Spratling when testifying before a United States court. Dr. Spratling, an authority on epilepsy, was for many years Superintendent of the Craig Colony for Epileptics at Sonyea, N. Y. Here is what he said:

"The colony has ascertained through the analysis of nearly thirty of the more widely advertised patent nostrums for the 'sure cure' of epilepsy that the bromid is the base of them all. Many of these quack remedies so glowingly set forth in the public prints, possess the power of suppressing the attack for a time, but it is suppression only, not cure, and the patients are always worse afterward. If pushed too far, death may intervene from acute bromid poisoning. This happened in the case of a boy 12 years, whom I knew, whose parents gave him too frequent doses of a patent nostrum, the essential ingredient of which as with the bulk of patent epileptic cures, was bromid of potassium. It is a frequent experience to see patients brutalized by bromid, go months without fits, but with a loss of mental and physical activity."

It is evident that the number of drugs in "patent medicines" whose presence should be declared on the label should be increased. In fact, properly to safeguard the public health *all* constituents in "patent medicines" for which therapeutic action is claimed, should be declared on the label, both as to kind and amount. At present there are but eleven drugs and their derivatives, of whose presence the public must be told! Such powerful poisons as arsenic, strychnin, prussic acid, carbolic acid and ergot may be used in "patent medicines" in any quantity that the manufacturer sees fit and the public is entirely in the dark regarding their presence. The same is true of the depressing bromids. It is high time that the list of "declared" drugs be extended. When this is done, the number of epilepsy "cures" will be decreased and the safety of the public increased.

CONVERSE TREATMENT

The "Converse Treatment" for epilepsy is sold by the Converse Treatment Company of Columbus, Ohio. As is the case with most mail-order medical concerns none of the individuals controlling the business seem to be physicians. The "medical referee" of the company is given as Edgar J. Martin, M.D. In those free and easy days when "patent medicine" makers could let their imagination run untrammeled by any considerations for truthfulness this product was known as the "Converse Cure" and was put out as "the only positive cure known, adopted and recommended by the leading physicians of the country." The epileptic was told:

"From the time of Hippocrates until the Wonderful Cure discovered by the Converse Institute, this fearful disease has been treated by the medical profession in vain."

The usual warnings against all other "cures for fits," were part of the advertising claptrap and competitors' products were condemned under the statement that they contained "zinc, silver or bromid, all of which but tend to aggravate the trouble in the long run." In those days the Converse nostrum emanated from Mount Vernon, Ohio. Later the name of the concern was changed from the "Converse Treatment Institute" to the "Converse Treatment Company" and the concern moved from Mt. Vernon to Columbus, Ohio.

When the company is written to it notifies the prospective victim that the "treatment" is put up in "packages of six bottles for $5.00." In addition there are two side-line nostrums, "Tonicine Tablets" for "restoring nerve vitality" and "enriching the blood," and "Sanderson's Six-Herbs," a laxative pill. According to the advertising matter, the Converse Treatment is "used in hospitals, sanitariums and by leading physicians." On the interesting question, Who are the leading physicians that use this nostrum, the Converse Treatment Company is silent. Some of their circulars give alleged testimonials from physicians but the names and addresses of these physicians are not given. In 1912 THE JOURNAL published the result of an analysis of the Converse Treatment made by Prof. E. F. Ladd, the aggressive Pure Food Commissioner of North Dakota. Professor Ladd's report showed the essential drugs in the Converse Treatment, as in practically all other treatments for epilepsy, were the bromids. More recently, in connection with the investigation of a number of "epilepsy cures," the Association's laboratory has analyzed the "Celebrated Converse Treatment." The laboratory report follows:

LABORATORY REPORT

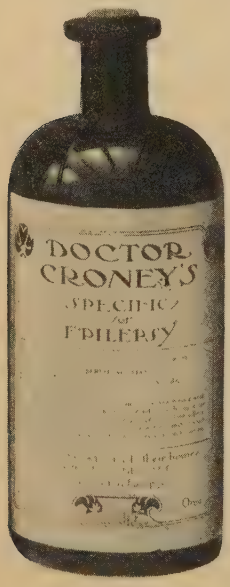
Original bottles of "Converse Treatment," manufactured by the Converse Treatment Co., Columbus, Ohio, were submitted to the Chemical Laboratory for examination. Each bottle contained 165 c.c. (5½ fluidounces) of a brown liquid, having suspended extractive matter present, and with a strong odor of cinnamon. The specific gravity of the liquid at 15.6 C. was 1.1426. Qualitative tests demonstrated the presence of ammonium, calcium, sodium, potassium, chlorid and bromid. Saccharine also seemed to be present. From spectroscopic tests, lithium was not present in quantities greater than minute traces.

Essentially each 100 c.c. of the solution contains about 7.3 gm. ammonium bromid, 5 gm. calcium bromid and 8.7 gm. potassium bromid. Calculating from the bromid determination, each dose 1 teaspoonful (1 fluidram) contains the equivalent of 14.5 grains of potassium bromid, or each daily dose (4 teaspoonfuls) corresponds to 58.0 gr. potassium bromid.

As might have been expected from the investigation of various nostrums of the same type, the "Converse Treatment" is but one more of the bromid mixtures. This, too, in spite of the fact that, in the past, the exploiters of the stuff stated that epilepsy cures containing bromids "tend to aggravate the trouble in the long run." The statement that the Converse Treatment will cure epilepsy is as false as the other statement that the nostrum is used "by leading physicians." The stuff has all the limitations and dangers of a bromid mixture. It will never cure a case of epilepsy, but, indiscriminately used by those who must be ignorant of the fact that it contains bromids, may easily result in adding to the epileptic victim's already serious condition the dangers of bromism.—(*From The Journal A. M. A., April 24, 1915.*)

CRONEY'S "SPECIFIC FOR EPILEPSY"

Dr. James T. Croney of Columbus, Ohio, calls himself a "specialist" in epilepsy. His specialty is of the mail-order variety, and he treats patients he never sees, for conditions that are self-diagnosed. So far as we have been able to ascertain from the records, Croney was never graduated by a medical college. He was licensed to practice in Ohio in 1898, under the law passed in that year, which permitted non-graduates who had practiced a certain number of years to register. At the time of licensing he was classified as an eclectic, as he claimed to have attended the Eclectic Medical College, Cincinnati, for four months in 1871.



"I have, perhaps, the most positive method ever devised for the permanent cure of Epilepsy," says Croney, with all the easy assurance of quackery. "My record is a patient restored to health in every case where my treatment was followed as prescribed." Croney obtains his "sucker list" by writing to the mayors of small towns and also to the local agents of express companies asking them to furnish the names of sufferers from epilepsy in their neighborhood. He also incloses with his requests a printed slip emphasizing the fact that he ships his nostrum by express. Having obtained the name, a form-letter prepared so as to resemble a personal communication is sent to the sufferer offering the usual "free trial treatment." The fears of the sufferers are played on, thus:

"If you could understand fully the terrible results of neglected epilepsy—imbecility, or equally fearful complications which may inevitably result—you would write to me today—this very moment."

Of the "treatment," Croney says:

". . . the key to my success is due to the fact that I have dissected epilepsy—so to speak—and have prepared a remedy that opposes it at all times."

And what is this "remedy" that, according to its exploiter, "first removes the primary cause of epilepsy and then dispels the secondary causes?" Let the Association's laboratory answer:

LABORATORY REPORT

One bottle of "Dr. Croney's Specific for Epilepsy," manufactured by J. T. Croney, Columbus, Ohio, was submitted to the Chemical Laboratory for examination. The bottle contained 980 c.c. (32⅔ fluidounces) of a brown liquid,

having extractive matter present. The specific gravity of the liquid at 15.6 C. was 1.1403. Qualitative tests demonstrated a trace of alkaloid, alcohol, ammonia, sodium, potassium, carbonate, chlorid and bromid. A resin was also present. The liquid was distinctly alkaline.

Essentially each 100 c.c. of the solution contains approximately 3.0 gm. ammonium bromid and 16.1 gm. potassium bromid. Calculating from the bromid determination, each dose, 2 teaspoonfuls (2 fluidrams) contains the equivalent of 16.9 grains potassium bromid, or the daily dose (6 teaspoonfuls) corresponds to 50.7 grains potassium bromid.

Shorn of its mystery and secrecy Croney's "cure" for epilepsy, like every other nostrum of its type, stands exposed as essentially a mixture of bromids. Summarized, the investigation shows that Croney's alleged "Specific for Epilepsy" is *not* a "specific," is *not* a cure for epilepsy and *is* dangerous.—(*From The Journal A. M. A., April 17, 1915.*)

GRANT'S EPILEPSY "CURE"

Fred E. Grant sells a mail-order "cure" for epilepsy from Kansas City, Mo. According to the records, Grant was graduated by the Medical Department of the University of Michigan in 1877. Some years ago he seems to have practiced at Ottawa, Kan., moving to Kansas City, Mo., about 1900. THE JOURNAL has received inquiries regarding Grant's nostrum at various times during the last five or six years, some of them coming from physicians, others from laymen. A woman on the Pacific Coast wrote, in part:

> "Could you give me an analysis of the medicine used by Dr. Fred E. Grant for the cure of epilepsy? . . . I have been giving the medicine for some time to my daughter. Her general health has become very poor."

A Vermont physician writes that a patient had been taking Grant's nostrum for two years and says:

> "The family feel that she gets more relief from this than from any bromid mixture. However, it seems to me that it dulls her mind far more than a necessary dose of bromid should."

The letter that follows from a Providence, R. I., physician tells even a more vivid story:

> "I saw this morning for the first time a girl of thirteen suffering from epilepsy. For two years she has taken medicine sent to her by Dr. Fred E. Grant, 520 to 538 Raymond Street, Kansas City, Missouri. The patient's mother tells me that two years ago, seeing Dr. Grant's advertisement in a magazine, she wrote to him, received a bottle of his medicine free of charge and a reference to a person in New Jersey. She wrote to New Jersey and received a letter saying that the doctor's medicine had cured the writer's little boy of epilepsy. Since this time, at $2 per bottle, the medicine has been procured from Dr. Grant. The patient has been failing steadily mentally during this time and some weeks ago lay for three weeks in a stupor without moving a muscle, most of the time unconscious, and had to be fed artificially. The mother wrote to Dr. Grant telling him of this illness, and the Doctor wrote back that during this acute sickness it would be best to omit his medicine.
>
> "There was none of his preparation in the house this morning at the time of my visit, but I saw an empty bottle and the label on which it says that the preparation contains no opium or chloral. It also says that if the patient after taking the medicine some time becomes sleepy, has puffiness of the eyelids, eruption of the skin, and other strange symptoms to pay no attention to these signs, to continue the medicine and write to Dr. Grant. Of course, the three weeks' stupor was the result of saturation with the quack's nostrum which is probably largely composed of bromids. If it is not too much trouble I would appreciate a communication from you giving the formula."

Grant's methods are typical. Advertisements in cheap magazines, especially those that circulate in rural districts, are the chief means whereby he gets in touch with his victims. An answer to the advertisement brings the usual circular letter, together with a batch of testimonials.

An original specimen of Grant's nostrum was submitted to the Association's laboratory, where it was subjected to analytical tests. The report follows:

LABORATORY REPORT

One original bottle of a remedy for epilepsy, manufactured by Dr. Fred E. Grant, Kansas City, Mo., was submitted to the Chemical Laboratory for examination. The bottle contained 460 c.c. (about 15½ fluidounces) of a brown liquid. The specific gravity of the liquid at 15.6 C. was 1.1149. Qualitative tests demonstrated the presence of alcohol, potassium, sodium, bromid and chlorid.

The essential constituents of each 100 c.c. of the solution are approximately 15.8 gm. of potassium bromid and 0.9 gm. sodium bromid. Calculating from the bromid determinations, each teaspoonful (1 fluidram) contains the equivalent of 10.0 grs. potassium bromid, and each daily dose (7 teaspoonfuls) corresponds to 70.0 grs. potassium bromid.

The directions on the bottle call for Grant's cure to be given: "Two Teaspoonfuls after Breakfast and the Noon Meal. Three Teaspoonfuls On Retiring." This means that the victim is unknowingly taking the equivalent of seventy grains of potassium bromid daily and yet Grant insists that: "There is nothing injurious to the system in this medicine."—(*From The Journal A. M. A., Sept. 4, 1915.*)

GUERTIN'S NERVE SYRUP

Dr. Guertin's Nerve Syrup is sold by a Cincinnati concern, the Kalmus Chemical Company, or, as it has been termed, the Otto Kalmus Chemical Company. Each carton of the nostrum bears a picture of an apparently well-fed but not otherwise prepossessing individual under which, in autograph style, is the name "A. L. Guertin, M.D."

Before discussing Guertin's Nerve Syrup it will be profitable to review an older chapter of Cincinnati quackery. For some years previous to 1908 one Otto Kalmus of Cincinnati conducted a medical mail-order fraud known as the Epileptic Institute. In 1908 the postoffice officials put the concern out of business by denying it the use of the mails. After the issuance of the fraud order an attempt was made to evade its effects by conducting the business under the name Hamilton Dispensary. The fraud order was extended to cover the new name and a quietus was finally put on the mail-order business. Kalmus' scheme was to advertise that he could cure epilepsy by remedies unknown to medical science and termed by him the "Schönka treatment." The government proved that his remedies were in fact the bromids with adonis vernalis, and the federal inspectors were unable to learn of any "cures" that had been effected. They did come across some cases in which the victims had become so seriously affected by the bromids that the "treatment" had to be discontinued and the unfortunates confined in state institutions.

Kalmus further claimed that he had connected with his "institute" trained and skilled specialists including one of the foremost examining specialists in America. Investigation disclosed that there had been connected with the

"institute," at different times since its inception, three physicians, E. H. Schoenling, H. J. Luecke and A. L. Guertin. Kalmus himself was not a physician and had no medical education. The government report showed that Schoenling had made no special study of epilepsy, that he had worked most of the time since his graduation for a "men's specialist" quack, and that he was not a member of any reputable medical society; it declared, also, that Luecke was not a specialist in epilepsy, that while he was paid a paltry salary for his service to the "institute" his regular business was that of a quack whose adver-

This excellent Nervine, DR. GUERTIN'S NERVE SYRUP, is the result of repeated trials, careful and prolonged experiment, and years of study of Diseases of the Brain and Nervous System.
DR. GUERTIN'S
REGISTERED IN THE U.S. PATENT OFFICE
NERVE SYRUP
A VALUABLE REMEDY FOR
EPILEPSY,
ST. VITUS DANCE,
CONVULSIONS, HYSTERIA,
NERVOUS DEBILITY,
NERVOUS PROSTRATION,
INSOMNIA, NEURASTHENIA
AND DISORDERS OF THE
NERVOUS SYSTEM.
THE TOTAL ABSENCE OF ALCOHOL AND DELETERIOUS DRUGS RENDERS THIS MEDICINE PERFECTLY SAFE FOR DELICATE NERVOUS PERSONS & CHILDREN.
FOLLOW DIRECTIONS ON THE BOTTLE
PREPARED AND GUARANTEED BY
KALMUS CHEMICAL CO.
KALMUS BUILDING
CINCINNATI.
UNDER THE PURE FOOD AND DRUGS ACT, JUNE 30, 1906. NO. 16365.
DR. GUERTIN'S NERVE SYRUP - a Brain and Nerve Medicine - soothes, quiets and strengthens the Nerves. It is pleasant to the taste and guaranteed free from Alcohol, Opiates or other dangerous Drugs.

Reduced reproduction of part of the carton of Dr. Guertin's Nerve Syrup, sold as a cure for epilepsy.

tisements had been excluded from the Cincinnati papers because they related to the sale of abortifacients and the performing of criminal operations. Before his connection with the Kalmus concern, Luecke seems to have been employed by a "men's specialist" outfit, the Bradford Medical Institute, and also to have bought out another quack concern.

As to A. L. Guertin, the report declared he received $35 a month for his services to the Epileptic Institute, his professional standing was questionable, he admitted that he was not a specialist and that he had little or no practice in Cincinnati and he had been shown previously to have sold a testimonial to a fraudulent concern and afterward repudiated it. From a report sent in from Zanesville, Ohio, recently, it appears that one Alfred L. Guertin is connected with a quack organization calling itself the United Doctors. So much for Otto

Kalmus' Epileptic Institute and his assistants, Luecke, Guertin, *et al.* The details of this case have been well set forth in "Nostrums and Quackery" (1912).

Dr. Guertin's Nerve Syrup, the subject of the present article, is sold under such claims as:

"It stops Fits and Convulsions promptly."
". . . is guaranteed harmless. . . ."
". . . the first few doses have stopped the attacks in the most distressing cases of Epilepsy. . . ."
"It is well named 'The Sunshine for Epileptics.'"
"This excellent Nervine is the result of repeated trials, careful and prolonged experiments and years of observation of its effect in the diseases for which it is recommended. It reflects the best thought of the day."
"There is nothing better in the world for this obscure disease."

In addition to letters and circulars sent to prospective purchasers, the Kalmus Chemical Co. also sends out the inevitable booklet without which no advertised "cure for fits" is complete. True to type this publication contains, besides the usual farrago of pseudo-scientific nonsense, horrific pictures of unfortunate epileptics in various unpleasant contortions. "Dr. Guertin's Nerve Syrup" was examined in the Association's laboratory. The report follows:

LABORATORY REPORT

One original bottle of "Dr. Guertin's Nerve Syrup," manufactured by the Kalmus Chemical Co., Cincinnati, Ohio, was submitted to the Chemical Laboratory for examination. The bottle contained 240 c.c. (8 fluidounces) of a brown syrupy liquid having extractive matter present. The specific gravity of the liquid at 15.6 C. was 1.3333. Qualitative tests demonstrated the presence of a very small amount of an alkaloid, ammonium, calcium, potassium, sodium, strontium, bromid, chlorid and sugar, a trace of invert sugar was also present.

Essentially each 100 c.c. of the solution contains 2.9 grams ammonium bromid, 1.5 grains strontium bromid, 0.9 grams calcium bromid, 10.9 grams potassium bromid, 4.5 grams sodium bromid, with 45.9 grams sugar. Calculating from the bromid determinations, each dose, 1 to 2 teaspoonfuls (1 to 2 fluid drams) contains the equivalent of 13.9 to 27.8 grains potassium bromid, and the daily dose (4 to 8 teaspoonfuls) corresponds to 55.6 to 111.2 grains potassium bromid.

Bromids, of course—although the public is not apprised of the fact. "Harmless" it is said to be, although it possesses all the potency for harm that resides in secret mixtures of the bromids. Dosage? Left, as usual, practically in the hands of the person who takes it:

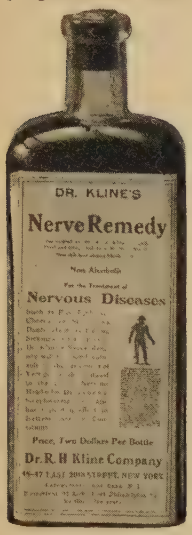
"If the doses as given on the bottle do not bring the attacks under control, increase the quantity. . . ."

And the sufferer, firm in the belief that the preparation is what the exploiters claim, "a mild and harmless nervine," ignorant of the presence of the bromids, is dosed into physical and mental inactivity. Such must be the inevitable result of the indiscriminate use of "Dr. Guertin's Nerve Syrup" which is not a "safe and dependable remedy for all nervous diseases" as claimed, but is an unsafe and unreliable nostrum.—(*From The Journal A. M. A., March 27, 1915.*)

KLINE'S "NERVE REMEDY"

Dr. Kline's Epilepsy Cure used to be advertised under the name of Dr. R. H. Kline of Philadelphia. Now, it is sold by the Dr. R. H. Kline Company, 45-47

East Twentieth Street, New York—the same address as the Lexington Drug and Chemical Company, manufacturers of the Waterman "epilepsy cure." On both the letterhead of the Dr. R. H. Kline Company and the carton in which the preparation comes, it is stated that the concern has its "laboratories" at Red Bank, N. J. Red Bank, it will be remembered, is the home of A. W. Chappell and his employé, H. W. Perkins, M.D., of "Dr. Perkins' Favorite Prescription." It is not surprising, then, that those who write to the Dr. R. H. Kline concern should receive a letter signed "H. W. Perkins, M.D." Originally there seems to have been a Dr. R. H. Kline who for years quacked it in Philadelphia. In the advertising leaflets sent out by the Dr. R. H. Kline Company in 1914, no mention is made of the fact that Kline is dead, or, in fact, that he is not still in charge of the concern. In common with "Dr. M. W. Waterman's Tonic Restorative" and "Dr. Perkins' Favorite Prescription," "Dr. Kline's Nerve Remedy" also comes at $2 a bottle.



A bottle of Dr. Kline's Nerve Remedy was obtained and submitted to the Association's laboratory for examination. The report follows:

LABORATORY REPORT

One original bottle of "Dr. Kline's Nerve Remedy," manufactured by Dr. R. H. Kline Co., New York, N. Y., was submitted to the Chemical Laboratory for examination. The bottle contained about 350 c.c. (11½ fluidounces) of a brown liquid, having extractive matter present, and with an odor of cinnamon. The specific gravity of the liquid at 15.6 C. was 1.1740. Qualitative tests demonstrated the presence of cinchona alkaloids, ammonium, potassium, sodium, bromid and chlorid.

Essentially, each 100 c.c. of the solution contains approximately 8.7 gm. ammonium bromid, 9.2 gm. potassium bromid and 8.0 gm. sodium bromid. Calculating from the bromid determinations each meal-time dose, one teaspoonful (1 fluidram), contains the equivalent of 17.2 grains potassium bromid, and each daily dose (5 teaspoonfuls) corresponds to 87.0 grains potassium bromid.

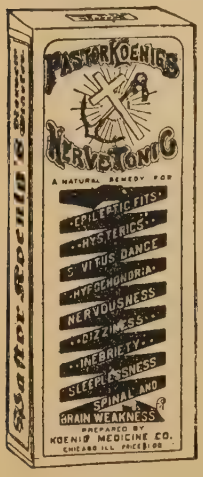
EPILEPSY
St. Vitus Dance, Falling Sickness, Fits
respond immediately to the remarkable treatment that has for over 40 years been a standard remedy for these troubles—
$2.00 Bottle Free
Dr. Kline's Great Nerve Remedy. Doctors prescribe it especially for these diseases; it is not a cure-all. Its beneficial effects are immediate. Druggists everywhere sell it. To prove its wonderful virtues, we will cheerfully send a Full $2.00 Supply without charge.
KLINE LABORATORIES 45 E. 20th Street New York City

A typical advertisement of the Kline Laboratories—a concern operated by the owner of the Waterman and Perkins "cures."

The report on Dr. Kline's Nerve Remedy shows that it is identical with the product put out under the name of Dr. Waterman's Tonic Restorative. The fractional differences that appear are not more than would be found in comparing any two analyses of the same product.—*(From The Journal A. M. A., March 6, 1915.)*

KOENIG'S NERVE TONIC

The Koenig Medicine Company, Chicago, Ill., made a preparation called "Pastor Koenig's Nerve Tonic." The government declared that the stuff was misbranded because the curative claims made for it were false and fraudulent and were applied knowingly for the purpose of defrauding purchasers. It was claimed that the preparation was "A Natural Remedy for Epileptic Fits . . . St. Vitus Dance . . . Dizziness, Inebriety . . . Spinal and Brain Weakness." Other equally ridiculous claims appeared on the package. The Koenig Medicine Company appeared as claimant. The court entered judgment of condemnation and forfeiture and ordered that the product should be delivered to the claimant after the cost of the proceedings had been paid and a bond of $200 executed, one of the conditions being that the product should be relabeled under supervision of a government official.—[*Notice of Judgment No. 4531; issued Feb. 8, 1917.*]



MAY'S FORMULA

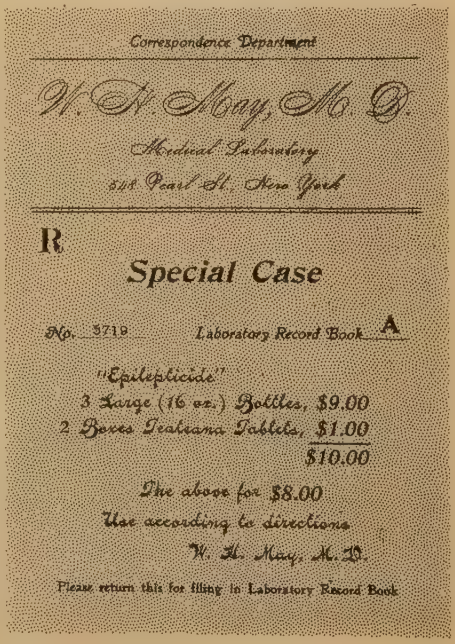
W. H. May, M.D., and his so-called "medical laboratory," both of New York City, conduct a mail-order "cure" for epilepsy. The nostrum, now called "Dr. May's Formula" was, a year or so ago, "Dr. May's Epilepticide. The Wonderful Nerve Restorer." Nor is the change in the wording of the label the only indication of a recognition of the futility—not to say dangers—of a mendacity that expresses itself in cold type. A study of the booklets issued a year or two ago with those published later shows various changes, deletions and modifications that are of interest to the student of the history of quackery. Moreover, it makes for optimism; it encourages the belief that the public is developing a healthy skepticism of the claims of the quack. for instance:

In 1912: "It *has been proven* that Dr. W. H. May's Scientific Discovery Epilepticide, The Great Nerve Restorer is the Most Successful Remedy for Epilepsy." [Italics ours.—Ed.]

In 1914: "It has *often been said* that Dr. May's Formula is the Most Successful*Remedy* for Epilepsy." [Italics ours.—Ed.]

In 1915: "It *is said that* The Dr. May Formula is The Proper and Most Successful *Treatment* for Epilepsy *or Fits.*" [Italics ours.—Ed.]

In the older booklet May takes to himself the credit for discovering the cause of epilepsy. Thus:


Correspondence Department

W. H. May, M. D.

Medical Laboratory

518 Pearl St. New York

℞

Special Case

No. 5719 Laboratory Record Book A

"Epilepticide"

3 Large (16 oz.) Bottles, $9.00

2 Boxes Trafiana Tablets, $1.00

$10.00

The above for $8.00

Use according to directions

W. H. May, M. D.

Please return this for filing in Laboratory Record Book

Photographic reproduction (reduced) of a slip sent out by W. H. May to prospective victims of his mail-order epilepsy cure giving the impression that each case gets individual attention.

"It has been proved by the researches of Dr. May that Epilepsy or 'Fits' is directly caused by the presence of a growth, a rupture of a small bloodvessel or an adhesion in the brain proper or between its membranes.

"Previous to this discovery the causes of this malady were unknown."

And in another pamphlet:

"Time and space will not permit of a lengthy description of the elaborate experiments and investigations which have been carried on in the Dr. May Medical Laboratories by which these facts were obtained. Suffice it to say that all modern authorities have accepted Dr. May's theory, and that the results following his discovery have been of far more reaching importance than those obtained by Koch or Pasteur."

These astonishing falsehoods are not to be found in the latest May "literature." Whether their absence is due to an awakened conscience or a healthy dread of that efficient but overworked arm of the Federal service—the Post-office fraud-order department—must be left to the reader to decide.

Reproductions of the older and later forms of the May nostrum.

SCARING THE VICTIMS

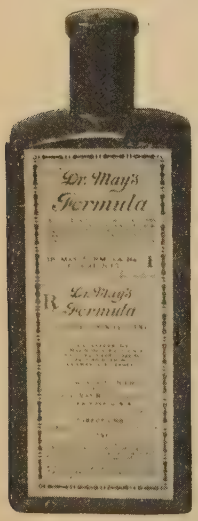
"It is not our purpose to worry the unfortunate victims of this dreadful disease," soliloquizes May in his opening paragraphs, "nor shall we seek to terrorize them with harrowing details which beset their path unless they have the right treatment." Far be it from the considerate "Dr." May to frighten those who seek relief from epilepsy via the mail-order route. Yet it is conceivable that the following paragraphs, quoted from the same source, might have at least a slightly disquieting effect on the sufferer:

"The mother falls on the red-hot stove while preparing the daily meal, the child falls into the fire while playing about the hearthstone.

"The father, while returning from work, falls in the crowded street and his life is crushed out by the cruel car or the rushing automobile. These are but a few instances of violent deaths met by epileptics in New York City during one week."

And then this is hardly reassuring:

"If you Hesitate, you are Lost! Often Delay means, if not death, a Condition Worse than death—the Maniac's Doom."



The price of the May nostrum is not a fixed quantity. The amount first asked, and that given on the label, is $3 a bottle. Should an order not be forthcoming May comes down to $5 for three bottles and offers to throw in for good measure two boxes of his tablets. This five-dollar combination is asserted to be "sufficient to relieve and permanently cure almost any case of Epilepsy." If this inducement fails to coax the money from the victim the offer comes to send "Two large full-size Sixteen-Ounce Bottles" for a mere $3; still later comes the opportunity to purchase "1 large 16-ounce bottle" for $2.

Having "discovered" the real cause of epilepsy, May naturally decided that "the old method of treating Epilepsy" should be discarded. To take its place "a *new scientific treatment* of the disease has been perfected by which have been obtained the most wonderful and marvelous cures." What is this marvel? Let the Association's laboratory answer:

LABORATORY REPORT

One original bottle of "Dr. May's Formula," manufactured by Dr. W. H. May Medical Laboratory, New York, N. Y., was submitted to the Chemical Laboratory for examination. The bottle contained a brown liquid, having extractive matter present. The specific gravity of the liquid at 15.6 C. was 1.2347. Qualitative tests demonstrated the presence of alcohol, ammonia, potassium, sodium, bromid, chlorid and sucrose.

Essentially each 100 c.c. of the solution contains 4.5 grams of ammonium bromid and 16.0 grams of sodium bromid. Calculating from the bromid determinations, each daily dose, one teaspoonful (1 fluidram) contains the equivalent of 15 grains of potassium bromid, and each daily dose (4 teaspoonfuls) corresponds to 60 grains of potassium bromid.

Some typical advertisements of the May "epilepsy cure." The concern confines its advertising largely to rural districts.

Says May of his nostrum:

"It is not poisonous; contains no narcotics—no morphin, opium, cocaine or belladonna such as are ordinarily used in other remedies for Epilepsy, and are so destructive to health."

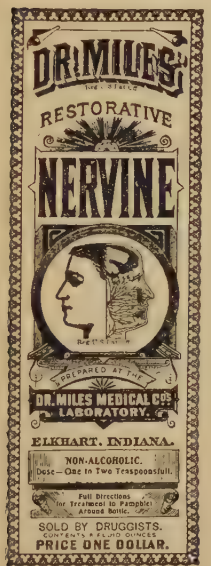
What are the facts: It *is* poisonous; it *does* contain a narcotic; it *is* essentially just such a mixture as is ordinarily sold as an "epilepsy cure" and it *is*

destructive of health. In short, the May epilepsy "cure" is foisted on sufferers under claims that are either directly or inferentially false and misleading and when purchased the victim has obtained what is essentially a bromid mixture having all the dangers—and limitations—of such a mixture. No wonder some "patent medicine" makers are opposed to the declaration of their formulas! It would sound the death knell of their business.—(*From The Journal A. M. A., April 3, 1915.*)

MILES' RESTORATIVE NERVINE

According to the trade package, "Dr. Miles' Restorative Nervine":

"Is Recommended for the Following Ailments: Epilepsy, Hysteria and St. Vitus's Dance Nervousness, Sleeplessness, Neuralgia, Nervous Dyspepsia, and Nervous Prostration. Head ache, Backache, and Palpitation of the Heart due to functional or Nervous Disturbances. This Remedy is also useful as an aid to other treatment for Tobacco and Alcoholic Excess, the Opium and Morphin Habits."



The "Nervine" is but one of several "patent medicines" put out by the Miles Medical Co. of Elkhart, Ind. As is usual in such cases the advertising of each nostrum is used as a supplemental means of exploiting the remainder of the group. For instance, in the treatment of "Backache" we are told that "few remedies have a more beneficial effect in this disorder than the Restorative Nervine." However, if the pain is severe, the sufferer is urged to take in addition, "Dr. Miles' Anti-Pain Pills" (an acetanilid mixture) and it is further suggested that "Dr. Miles' Liver Pills" will render the "treatment" still more effective. In chorea the "Nervine" is recommended, together with "Dr. Miles' Restorative Tonic" to "enrich the blood" and "Dr. Miles' Liver Pills" to be taken "as needed." For drunkenness and delirium tremens "give large doses of Restorative Nervine" followed by the use of "Dr. Miles' Liver Pills." Those who desire to overcome the alcohol habit are urged to take from six to nine teaspoonfuls daily of the "Restorative Nervine" and the same quantity of "Restorative Tonic," while for any pain "use Dr. Miles' Anti-Pain Pills."

Sufferers from epilepsy are told that "few remedies are more beneficial in the treatment of this disease than the Restorative Nervine." Should the patient not improve as rapidly as expected, the company urges that the case should be reported to it and its "specialist will give advice free of charge as to the best treatment in such exceptional cases." One is led to believe also that the morphin habit may be cured by the combined use of the "Restorative Nervine," "Restorative Tonic," "Dr. Miles' Liver Pills" and "Dr. Miles' Anti-Pain Pills": "If not benefited in a month write for advice." For rheumatism purchase a bottle of "Nervine" to which "add 1 ounce of salicylate of soda"; should the case prove obstinate add, in addition, "4 drams wine of colchicum," using of course, "Dr. Miles' Liver Pills" and the "Anti-Pain Pills."

The public is told that it must not infer—as it might possibly do—that "Dr. Miles' Restorative Remedies" are "cure-alls"; the company expressly insists that they are not. "There may be complications in your case that require the special advice of a skilled physician," if then the results obtained from "Restorative Nervine" are not satisfactory write to the Miles Medical Company and, if one is to believe the advertisements, "reliable advice will be furnished you by a competent physician."

Because of the number of inquiries that have been received about Dr. Miles' Restorative Nervine the preparation was analyzed in the Association's laboratory. A condensed statement of the analysis follows:

LABORATORY REPORT

"Dr. Miles' Restorative Nervine.—This preparation is a brown liquid having a sweetish-saline taste and an odor of a mixture of flavoring oils, among which the oils of lemon and cloves could be detected. Qualitative tests demonstrated the presence of ammonia (combined form), potassium, sodium, a small amount of calcium, a trace of iron, bromin, a small amount of chlorin and sulphate ion, also benzoic acid (combined form), sugar and color resembling caramel. From a consideration of quantitative determinations, which also were made, the following formula would produce a mixture essentially similar to the preparation:

Ammonium bromid (NH_4Br)	1.13 gm.
Potassium bromid (KBr)	9.87 gm.
Sodium bromid	6.93 gm.
Sodium chlorid	0.24 gm.
Sodium benzoate	0.85 gm.
Sugar	54.0 gm.
Caramel, sufficient to color	
Oil of lemon and cloves to flavor	
Water to make	100.00 c.c.

"The average single dose for an adult is given as two teaspoonfuls. Assuming one teaspoonful to be equivalent to 4 c.c. the total bromid content corresponds to 23.4 grains potassium bromid. This dose, given three times a day, makes the daily dose contain in bromids the equivalent of 70 grains of potassium bromid."

From the analysis it appears that "Dr. Miles' Restorative Nervine" is another one of the numerous bromid mixtures that have become so common since the passage of the Food and Drugs Act. The bromids, while powerful drugs, are not among those that the federal law requires must be declared, both qualitatively and quantitatively, on the label. The well marked physiologic effects of the bromids impress the public with the potency of any nostrum that contains them. Every carton of the "Nervine" bears the statement in large letters:

"Dr. Miles' Restorative Nervine contains no alcohol, opium, morphine, heroin, chloral hydrate, chloroform, cocain, alpha or beta eucaine, cannabis indica or acetanilid."

It fails to mention that the nostrum *does* contain very definite quantities of the depressing bromids which, when taken in ignorance of their presence, may dose the sufferer into physical and mental inactivity. No wonder the "patent medicine" interests fight formula disclosure.—(*From The Journal A. M. A., Sept. 9, 1916.*)

MISBRANDED.—A consignment of Dr. Miles' Restorative Nervine was shipped by Charles Franklin Miles, Andrew H. Beardsley and Albert R. Beardsley, trading as the Dr. Miles Medical Co., Elkhart, Ind. Analysis showed the product to consist essentially of a watery solution of sugar, benzoic acid, arsenic, and bromids and chlorids of ammonium, calcium, potassium and sodium, colored and flavored. Falsely and fraudulently advertised. C. F. Miles fined $200 and costs and A. R. and A. H. Beardsley each fined $100 and costs.—[*Notice of Judgment No. 5891; issued May 14, 1918.*]

PEEBLES' INSTITUTE OF HEALTH

Peebles' "epilepsy cure" is put out by the Dr. Peebles' Institute of Health, Battle Creek, Mich. This company has for its chairman, J. M. Peebles, M.D., and for its treasurer and general manager, W. T. Bobo, M.D.

J. M. Peebles, according to our records, is over 92 years old, and holds a diploma, received in 1876—after he was 50—from the Philadelphia University of Medicine and Surgery, that was fraudulent when it became extinct in 1880. Peebles has held forth at Hammonton, N. J.; San Antonio, Tex.; San Diego, Cal.; Battle Creek, Mich., and is at present at Los Angeles. In addition to quacking it in the "epilepsy cure" line, Peebles supplements his income by selling a book, "Vaccination, a Curse and a Menace to Personal Liberty"—price One Dollar. W. T. Bobo, M.D., the treasurer and general manager of the Peebles Institute was, according to our records, graduated in 1899 by the Marion-Sims College of Medicine, St. Louis. Bobo not only has an interest in the "epilepsy cure" but also advertises a goiter "cure." Altogether the personnel of the Peebles Institute is strictly in keeping with its business.

FITS
RIGHT REMEDY IS FOUND AT LAST
LET US PROVE IT
2.50 WORTH FREE
If you suffer from Fits or Failing and Nervous spells of any kind let us send you a good LIBERAL trial treatment of our wonderful Brain and Nerve Restoratives.
Hundreds received marked permanent relief from this FREE TRIAL TREATMENT alone, and we want to prove its wonderful efficiency to every sufferer. No matter how serious your case, or who has failed to cure you, there is hope for you in this treatment. Write today for the FREE TRIAL TREATMENT and let the Remedies speak for themselves. Address Dr. Peebles Institute, Battle Creek, Mich., 350 Madison St.
LXX

A reproduction (reduced) of an advertisement of the Peebles Institute. Its treasurer and general manager, W. T. Bobo, also advertises a "goiter cure."

LET ME REMOVE YOUR
GOITRE
$2.50 TEST Treatment FREE
Don't suffer and be disfigured with "Big Neck." Don't give up hope because other physicians or remedies have failed you. I am curing hundreds of old cases that have resisted all other remedies. My patients everywhere are reporting cures. You may try one $2.50 treatment of my remarkable discovery at my expense. It's absolutely FREE — in plain package — and no money. You will be surprised at how quickly my treatment reduces the size of the goitre and relieves choking and other disagreeable symptoms. It is effective from the first trial. No interference with your work, no danger of any kind, no obligation. SEND AT ONCE.
$2.50 TREATMENT FREE
Fill out and mail this coupon to Dr. W. T. BOBO, 755 Niles Block, Battle Creek, Mich., and get one $2.50 Treatment FREE by mail.
Age? ..... How old is goitre? ..... yrs.
Nervous? ..... Hands tremble? .....
Do eyes bulge? ..... Does heart beat too rapidly? ..... Health? .....
Name .....
Address .....
Beautifying Articles Free

A typical advertisement (reduced) of Bobo in his rôle of goiter curer.

The Peebles Institute reaches its victims in the usual manner: advertisements in not-too-particular newspapers and magazines. A "free trial treatment" and a booklet containing much "scare" material forms part of the bait. Pictures showing a man followed by a demon (epilepsy)—a victim of the disease falling from a housetop—the horribly distorted features of an epileptic in an attack—a madman raving in his cell as a result of epilepsy—thus does the Peebles Institute drum up trade. In common with practically all "epilepsy cures" the Peebles Institute leads the public to believe that it does not use those drugs commonly prescribed by physicians in such cases. Also in common with its kind, the concern, of course, uses bromids. It is not very long ago that the Peebles Institute in circulars sent to prospective victims declared:

"We could have done what many 'FIT SPECIALISTS' do, and sent a sedative or bromid mixture that would have deadened and partly paralyzed the brain and nervous system and checked the spells while the remedies were being used, but we do not treat our patients in that way."

The Peebles Institute no longer makes this statement—directly. It does, however, still make such claims by inference. The fact that the concern now uses more guarded language may be due to the government's successful prosecution of the Peebles epilepsy cure in which the stuff was declared misbranded, and the company fined! A specimen of the Peebles nostrum—price Five Dollars—was purchased direct from the concern and the preparation submitted to the Association's laboratory for examination:

LABORATORY REPORT

The "Peebles Epilepsy Treatment," manufactured by the Peebles Health Institute, Battle Creek, Mich., was submitted to the Chemical Laboratory for examination. The treatment consisted of two original bottles, labeled, respectively, No. 1 and No. 2.

Peebles epilepsy cure. Peebles received his diploma from a low grade medical school (now extinct) after he was fifty years old. In addition to being president of an "epilepsy-cure" concern, he sells a book opposing vaccination.

Peebles Epilepsy Treatment No. 1.—The bottle of "Peebles' Epilepsy Treatment No. 1" contained 350 c.c. (12 fluidounces) of a brown liquid with extractive matter present and had an odor resembling celery and valerian. The liquid seemed to consist mainly of a hydro-alcoholic solution of extractives with flavoring. The specific gravity at 15.6 C. was 1.1040. The solid residue weighed 29.4 per cent. and the ash weighed 1.17 per cent. Quantitative determination showed 11.40 per cent. absolute alcohol by volume. The dose is 1 teaspoonful at mealtime.

Peebles Epilepsy Treatment No. 2.—The bottle of "Peebles Epilepsy Treatment No. 2" contained about 350 c.c. (12 fluidounces) of a brown liquid, having extractive matter present and a valerian-like odor. The specific gravity at 15.6 C. was 1.1061. Qualitative tests demonstrated the presence of alcohol, ammonium, potassium, sodium (traces), bromid and chlorid.

Essentially, each 100 c.c. of the solution contains 7.3 grams of ammonium bromid and 17.9 grams of potassium bromid. Calculating from the bromid determination, each dose, one teaspoonful (1 fluidram), contains the equivalent of 16.8 grains of potassium bromid, and each daily dose (three teaspoonfuls) corresponds to 50.4 grains of potassium bromid.

The report shows, as might have been expected, that the Peebles epilepsy treatment consists, essentially, in giving bromids.—(*From The Journal A. M. A., Jan. 30, 1915.*)

TOWNS' EPILEPSY TREATMENT

Towns' Epilepsy Treatment is marketed by the Towns' Remedy Company of Milwaukee, Wis. A few years ago this preparation was known as "Dr. Towns' Epilepsy Cure" and was sold from Fond du Lac, Wis. Then came the Food and Drugs Act, which made false statements on the trade package come high. Towns' "patent medicine" is not and never was a "cure" and the name of the product has been changed to "Towns' Epilepsy Treatment." The Towns concern did not move directly from Fond du Lac to Milwaukee but was for a time located at Baltimore, Md.

The method by which the Towns alleged cure is brought to the attention of prospective victims is typical of mail-order quackery. Leaflets and "follow-up letters" are sent to those who answer the Towns advertisement. In addition to the usual testimonial, common to the "patent medicine" fraternity, the Towns' concern sends out "endorsements" of the nostrum from "authorities." One of these "endorsements" is said to be "from the highest authorities known." The "highest authority" referred to is Willard H. Morse, M.D., F.S.Sc. (Lond.), etc. Morse's name, as most of THE JOURNAL readers know, appears on alleged analytical reports and testimonials for numerous quackish preparations: consumption cures, epilepsy cures, rheumatism cures, cures for blindness—these are but a few of the concerns that have in their advertising armamentarium so-called chemists' certificates and "professional endorsements" bearing Morse's name. Another alleged endorsement of Towns' "cure" is an "editorial" entitled "Plain Truth About Proprietary Remedies" from the *American Journal of Health*. This publication was one of those journalistic parasites that fatten on quackery. In a government report published a few years ago the federal officials made this statement:

The Towns label in its progress toward comparative truthfulness. "Dr. Towns' Epilepsy *Cure*" first became "*Dr.* Towns' Epilepsy *Treatment*" and is now simply "Towns' Epilepsy Treatment."

> "It appears by satisfactory proof . . . that this *American Journal of Health* is not a medical journal of good standing, and that it is simply a fraudulent publication printed to sell paid advertisements to various medical concerns doing a mail-order business, and to be then used by such concerns as an endorsement of a medical publication."

Apparently the Towns concern, in common with most medical mail-order concerns, disposes of its "sucker list" when such lists have no further value. At any rate it is a matter of government record that a fraudulent "epilepsy cure" concern of Cincinnati, put out of business by the federal officials some time ago, declared that it purchased the names of possible victims from Dr. Towns of Fond du Lac. A bottle of Towns' "patent medicine" was submitted to the Association's laboratory for examination with the following result:

LABORATORY REPORT

One original bottle of "Towns' Epilepsy Treatment," manufactured by the Towns Remedy Co., Baltimore, Md., was submitted to the Chemical Laboratory for examination. The bottle contained a brown liquid, having extractive matter present, and with an odor of cinnamon and valerian. The specific gravity of the

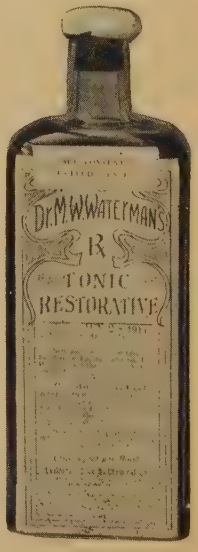
liquid at 15.6 C. was 1.2505. Qualitative tests demontrated the presence of the following: Alcohol, ammonia, potassium, sodium, bromid, chlorid, iodid and sugar.

Calculating from the bromid and iodid determinations, each dose, (1½ fluid-drams), approximates the equivalent of 21.3 grains potassium bromid and 0.78 grain (about ¾ grain) potassium iodid. The daily dose (6 teaspoonfuls) corresponds to 85.2 grains potassium bromid and 3.12 grains potassium iodid. Considerable chlorid is also present, equivalent to approximately 6 grains sodium chlorid in 1½ teaspoonfuls, or 24 grains in the daily dose (6 teaspoonfuls).

Evidently this "epilepsy cure," in common with other nostrums of the same kind, depends for its action on the presence of bromids. And yet it has been sold under the claim that it will "cure ninety-six in every hundred cases" of epilepsy! In a card sent out by the Towns Remedy Company, the public is led to infer that the nostrum has the endorsement of federal judges. Whether this is true we do not know. It is a matter of court record, however, that the federal authorities prosecuted the Towns concern for making false and misleading claims for the preparation. When brought before the federal judge the Towns concern pleaded guilty and was fined. —*(From The Journal A. M. A., Feb. 20, 1915.)*

WATERMAN'S "TONIC RESTORATIVE"

The Waterman Institute of New York is one of the names under which Alexander W. Chappell has advertised "cures" for epilepsy and for the morphin habit. Chappell, who is said to be in the real estate business at Red Bank, N. J., also has operated under the name of the Lexington Drug and Chemical Company, which put out the Waterman "epilepsy cure." He is said to have been the principal owner of the "Aldine Laboratories" and the "Windsor Laboratories," and to have been formerly connected with a concern known as the "Berlin Remedy Company."



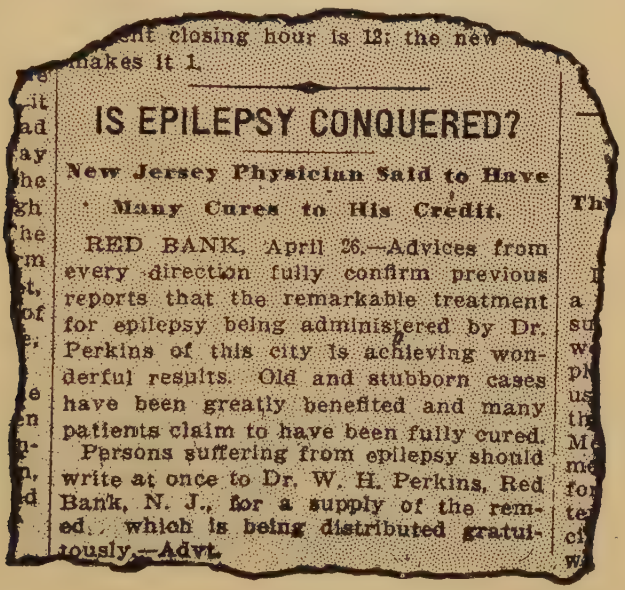
The advertising methods of the Waterman concern are in keeping with the character of its products. Whether advertising its morphin-loaded "dope" for unfortunate drug addicts or its bromid-loaded nostrum for epileptics, it has deluded the public by means of advertisements prepared in the form of news items. For years certain newspapers published these advertisements in such form as to lead the unwary to believe they were telegraphic dispatches sent out to the newspapers. More recently, thanks to a government ruling on the subject most of the newspapers carrying the Waterman advertisements have placed the tell-tale letters "Adv." at the end of these items.

Apparently, it is not from New York alone that Chappell carries on his business. Newspaper advertisements identical in general appearance and wording with those of the Waterman Institute "news items" have been published telling of the marvelous results alleged to have been achieved in the treatment of epilepsy by one Dr. H. W. Perkins of Red Bank, N. J. Perkins apparently acts for Chappell both under his own name and under the name of the Dr. R. H. Kline Company, a nostrum concern having the same address as the Lexington Drug and Chemical Company and, like it, said to be owned or controlled by A. W. Chappell.

Those who sent their money to the Waterman Institute for the "epilepsy cure" received a bottle of "Dr. M. W. Waterman's Tonic Restorative"; those who prefer to get the nostrum through Perkins of Red Bank receive "Prescription 909—Dr. Perkins' Favorite Prescription," while those who "fall for" the Dr. Kline product, get a bottle of "Dr. Kline's Nerve Remedy." The price is the same in any case—$2 a bottle.

A HOUSE DIVIDED

About a year ago there seemed to be an insurrection in the Waterman Institute camp. For years the letters sent out by the Waterman Institute, whether in connection with its "morphin cure" or with the "epilepsy cure" have been signed "Lewis Riley, M.D." But in January, 1914, a letter from the M. W. Waterman Institute came signed William J. Brady, M.D., in which Brady begged to inform you that he had "superseded Dr. T. Lewis Riley" and would



...nt closing hour is 12; the new ...makes it 1.

IS EPILEPSY CONQUERED?

New Jersey Physician Said to Have Many Cures to His Credit.

RED BANK, April 26.—Advices from every direction fully confirm previous reports that the remarkable treatment for epilepsy being administered by Dr. Perkins of this city is achieving wonderful results. Old and stubborn cases have been greatly benefited and many patients claim to have been fully cured.

Persons suffering from epilepsy should write at once to Dr. W. H. Perkins, Red Bank, N. J., for a supply of the remedy, which is being distributed gratuitously.—Advt.

Dr. W. H. Perkins, of Red Bank, N. J., and the Dr. Waterman Institute of New York City are two names under which one A. W. Chappell seems to do, or to have done, business. The Kline Laboratories, New York City, is still another name used by the same man. All of the concerns sell "cures" for epilepsy. Perkins and the Waterman Institute have reached the public by means of advertisements prepared as news items. Here is one such advertisement. The letters *"Advt."* following the items are a comparatively recent addition. See the advertisement on the next page.

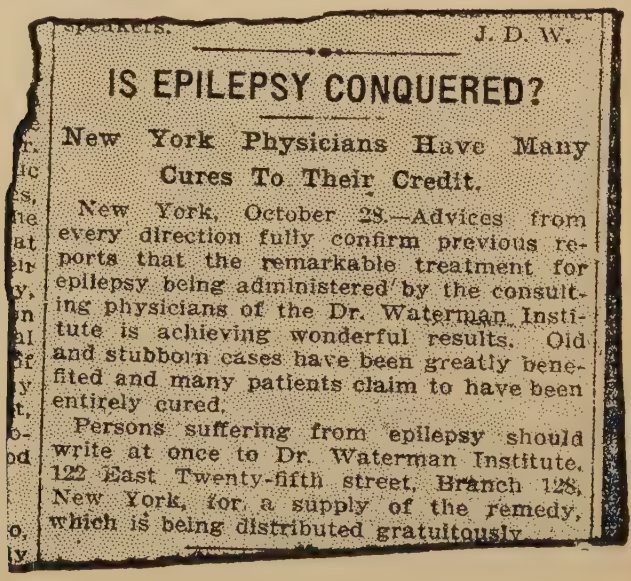
take personal charge of your case in the future. He hoped to "give your case greater personal attention" than his predecessor, Dr. Riley, had done. Shortly after the Brady letter there came one from 112 East Nineteenth Street, New York City, signed Lewis Riley, M.D. This read, in part:

"Remember I have always been your physician, I alone treated all cases of epilepsy and nervous diseases, for the Waterman Institute, and no one has my record or tonic formulas. Should you take medicines apparently the same, it would not have the lasting effect."

Riley further urged his correspondents to address all communications and make all remittances payable to the "Pure Drug and Chemical Company" of that city. In another letter Riley wrote, among other things:

"I have been informed that a Dr. Brady is writing to my patients on a letter headed "Waterman Institute' stating he has new and original methods, and sends them a sample of some kind of medicine. Dr. Brady has none of my formulas and any one who has taken any of my records from the Lexington Drug and Chemical Company has done so without my consent. Kindly do not consider me responsible for any deleterious effects that may arise from the use of any remedy that I have not prescribed. He also infers that I have quit treating epilepsy and nervous diseases and turned my practice over to him. This is not the case and at no time has he ever been employed in my offices as a consulting physician."

Our records fail to show that there is any licensed physician in New York named Lewis Riley. There is, however, a Thomas Lewis Riley, who was graduated in 1897 by the Bellevue Hospital Medical College, and was licensed in New



speakers. J. D. W.

IS EPILEPSY CONQUERED?

New York Physicians Have Many Cures To Their Credit.

New York, October 28.—Advices from every direction fully confirm previous reports that the remarkable treatment for epilepsy being administered by the consulting physicians of the Dr. Waterman Institute is achieving wonderful results. Old and stubborn cases have been greatly benefited and many patients claim to have been entirely cured.

Persons suffering from epilepsy should write at once to Dr. Waterman Institute, 122 East Twenty-fifth street, Branch 128, New York, for a supply of the remedy, which is being distributed gratuitously.

Compare this advertisement with the one on preceding page.

York in 1900, and in New Jersey in 1914. William J. Brady, Riley's successor, is, according to our records, a graduate of New York University Medical College, 1892, and was licensed to practice in New York in 1894.

The "Dr. M. W. Waterman's Tonic Restorative" was analyzed in the Association's laboratory. The report follows:

LABORATORY REPORT

One original bottle of "Dr. Waterman's Restorative," manufactured by Lexington Drug and Chemical Co., New York, N. Y., was submitted to the Chemical Laboratory for examination.

The bottle contained about 350 c.c. (11½ fluidounces) of a brown liquid, having extractive matter present and with an odor of cinnamon. The specific gravity at 15.6 C. was 1.1788. Qualitative tests demonstrated the presence of cinchona alkaloids, ammonium, potassium, sodium, chlorid and bromid.

Essentially, each 100 c.c. of the solution contains approximately 8.8 gm. ammonium bromid, 9.7 gm. potassium bromid and 8.1 gm. sodium bromid. Calculating from the bromid determination, each meal-time dose, one teaspoonful (1 fluidram), contains the equivalent of 17.6 grains potassium bromid, and each daily dose (5 teaspoonfuls) corresponds to 88.0 grains of potassium bromid.

The directions on every bottle of "Dr. M. W. Waterman's Tonic Restorative" give the following dosage for adults:

"One teaspoonful after each meal and two at bedtime, in a wine-glassful or more of water."

As the chemists' report shows, these five teaspoonfuls of the Waterman nostrum contain the equivalent of 88 grains of potassium bromid. As in all "epilepsy cures," the natural tendency of the person taking the Waterman nostrum is to increase the dose. This explains the testimonials that are written by those who use such preparations. By increasing the dose of the bromids to a point far beyond that of safety the epileptic attacks are suppressed at the expense of permanent injury to, and brutalization of, the patient. To the non-medical mind, suppression of the attacks passes for a "cure." How much the Waterman concern, in common with other exploiters of "epilepsy cures," cares for the health or safety of the person using its nostrum, may be judged by the statement appearing on the label under "Doses and Directions":

"Note.—If these doses are not sufficient to stop the 'Fits' and 'Spasms' increase the dose. . . ."

In other words, the Waterman Institute would leave the dosage of the nostrum entirely to the judgment of the user. And the public is not told that the stuff contains bromids, while it is assured that the preparation is "safe."—(*From The Journal A. M. A., March 6, 1915.*)

SOME BRIEFER PARAGRAPHS

E-Lep-Tine.—This is an epilepsy cure of the usual type. It is put on the market by the Miller Medicine Company, St. Mary's, Kan. In addition to its "cure for fits" the Miller Medicine Company also puts out a purgative tablet "Rellim"—a rather obvious inversion of Miller. E-Lep-Tine has been marketed under the usual misleading claims, and there is nothing about the advertising matter to lift this product above the mediocrity of worthlessness common to epilepsy nostrums. "A large number of so-called 'cures' have been offered to afflicted persons," says the Miller Medicine Company, "but very few of them have effected any absolute cures." But:

"Dr. Miller has to his credit now more cures than any practicing physician."

The references in the advertising matter to the fact that taking E-Lep-Tine will produce drowsiness in the patient and, in certain instances, "cause small pimples to show on the body" naturally lead one to conclude that the essential drug in E-Lep-Tine, as might be expected, is some form of the bromids.

The Indiana State Board of Health in the second edition of its bulletin, Medical Frauds, gives the following information regarding E-Lep-Tine:

Sodium and potassium bromides	16 per cent.
Alcohol	6 per cent.
Ammonium valerate.	

The Indiana chemists also state that while the price of this nostrum is $1.75, its value is 10 cents.—(*From The Journal A. M. A., June 12, 1915.*)

Herbetta Curine.—This nostrum is put on the market by the Herbetta Medicine Co., Indianapolis, Ind. According to the advertising matter:

"Herbetta Curine is not an old remedy worked over. . . . it is not a nostrum or patent medicine. It is a scientific combination of four tablets discovered only after prolonged and diligent experience and research."

The company says that Herbetta Curine is not a cure-all; it is merely intended:

"To improve the digestion and assimilation of food."
"To restore tone and vigor to the wornout and exhausted nervous system."
"To restore the natural action of the liver, kidneys and bowels."
"To make rich blood."
"To put health and life into the whole body."
"To restore the sexual organs to their natural functions."

A specimen of Herbetta Curine was received from a correspondent recently. The package contained three envelopes labeled 1, 2 and 3, respectively, and in addition a number of red tablets. The following examination is reported by the Association's laboratory:

ENVELOPE No. 1:—This contained small, light green tablets. Tests indicated that these tablets contained a water-soluble phosphate of iron.

ENVELOPE No. 2:—This contained small gray tablets which were very bitter and probably consisted essentially, or largely, of some "bitter tonic."

ENVELOPE No. 3:—This contained small green tablets which responded to tests for aloes or aloin. These tablets constituted the laxative agent in the "treatment."

RED TABLETS:—These had a strong odor of sassafras and tests indicated that they were essentially strontium and potassium bromid.

Each "treatment" costs $5 and the company offers to issue a "guarantee" to the effect that after thirteen treatments are taken the victim may have subsequent treatments for $1.50 each "as long as treatment may be needed."—(*From The Journal A. M. A., June 12, 1915.*)

Kosine.—This nostrum, sold by the Kosine Company, Washington, D. C., has been advertised as "A Reliable Remedy for Epilepsy, St. Vitus Dance and all nervous disorders due to a diseased condition of the nervous system." The stuff was analyzed by the chemists of the Connecticut State Agricultural Station in 1914 and found to be a watery solution containing approximately 11 grains of antipyrin, 100 grains of ammonium bromid and 31 grains of sodium bromid—or, to quote: "The analysis shows that the activity of the remedy depends largely on bromids, drugs commonly used in the various epilepsy 'cures' on the market. It is well recognized by competent authorities that the bromids are not a 'cure' for epilepsy, but simply a palliative or sedative tending to suppress the attacks. There is no drug treatment known that will cure this disease, which is one of the most intractable diseases to treat. Furthermore, the long-continued use of bromids is not without danger." Although $1.50 is charged for the nostrum the Connecticut chemists estimate that "the amount of drugs in the 16 oz. bottle of Kosine would cost at retail about 7½ cents."

Lepso.—This nostrum is sometimes advertised under the name of M. Lepso, Box 226, Milwaukee, Wis., and at other times by the Lepso Company, Island Avenue, Milwaukee. In addition to advertising in the cheap magazines the Lepso Company has obtained the names of victims by purchasing them from letter brokers. In this connection the following paragraph from a circular letter sent out by the Lepso Company is interesting:

"A dealer in lists of names informed me that he had some names of people who are afflicted with Epilepsy for sale and he thought that I could use these names. I inquired as to how he happened to get his list of names and was informed that a so-called Epileptic Remedy company had sold them to him. So evidently once upon a time you must have answered an advertisement of a so-called company. It was certainly surprising for me to learn that these companies have no more loyalty or respect for the confidence of their customers than to betray them in this manner. As for myself, I would never think of selling the names of people who answer OUR ad. We keep all letters strictly confidential as any firm ought to have honor enough to do. Well, I got this list of names from this dealer because I know that our 'LEPSO' is a real fit remedy."

After a cursory analysis of Lepso in 1911 the Association's laboratory reported:

"Contains bromids equivalent to about 6.8 grams potassium bromid in each fluidounce."

As the dose recommended was one-half ounce, this was equivalent to giving 3.4 grams (51 grains) of potassium bromid to the dose. Such a dangerous

mixture may be sold indiscriminately to the public without warning or even mention of presence of bromids.—(*From The Journal A. M. A., June 12, 1915.*)

Peeke's Cure.—W. H. Peeke, 4 Cedar Street, New York, advertises and sells a "cure for fits." Peeke styles himself "Professor" and has the letters "F.D."—whatever they may mean—after his name. Those who answer Peeke's advertisements are sent a free bottle of his "infallible remedy" and a thirty-two-page pamphlet purporting to discuss epilepsy and its treatment. Peeke seems to be particularly bitter against his competitors and especially against those who, he asserts, have copied his booklet. "None of these rascally quacks," says Peeke, "possess intelligence sufficient to correctly compose ten words of a medical treatise." According to Peeke, the cause of epilepsy is "disharmony of the action of the double nervous system." A full-size bottle of the cure is sold for $3. Peeke claims that his remedy is "absolutely harmless" and that "the tender babe, the delicate woman, the sturdy vigorous man can alike take it."

A cursory examination of the nostrum was made in the Association's laboratory. The report follows:

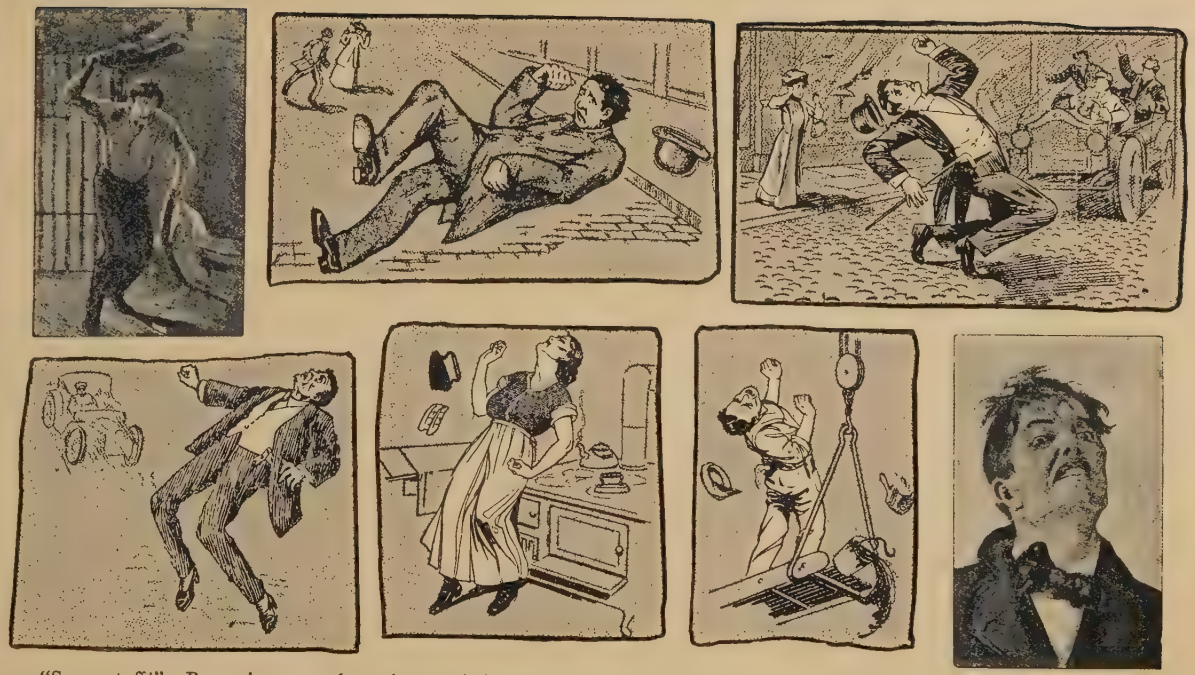
"The specimen was a brown solution having a salt-like, bitter taste and an alkaline reaction. Alcohol, alkaloids and iodids were absent. Quantitative tests indicated the presence of bromin and ammonia equivalent to about 13.7 gm. of sodium bromid and about 4.1 gm. of ammonium bromid in each 100 c.c. of the preparation. The residue on drying amounted to about 18.4 gm. in each 100 c.c. Small amounts of an alkali, probably sodium carbonate and of a bitter substance, probably gentian, were present."

The analysis shows that Peeke's Remedy, like practically every other "cure for fits," depends for its action on bromids. Peeke's nostrum does not even have the saving grace of novelty. Even the false and misleading claims are old. The labels on the stuff contain the following statements:

"A perfectly safe remedy."
"Contains nothing whatever that will be injurious to either body or mind."
"It can be used with perfect safety by the youngest or oldest sufferer."

A preparation of the bromids is not a "perfectly safe remedy" in the hands of uninstructed laymen, neither in such hands can the preparation "be used with perfect safety"; nor is it true that it "contains nothing whatever that will be injurious to either body or mind." It would seem that the federal authorities have three counts on which to declare this product misbranded under the Food and Drugs Act.—(*From The Journal A. M. A., Nov. 30, 1912.*)

MISBRANDED.—Parker R. Whitcomb, who traded as "Prof. W. H. Peeke, F. D., New York," sold a nostrum which the federal chemists declared was essentially a solution of sodium bromid and ammonium carbonate in water. Whitcomb claimed that his stuff was a cure for epilepsy and fits. The government declared, on the contrary, that it was not, and that the claims were false and fraudulent



"Scare stuff!" By such means the unhappy victims of epilepsy are frightened into buying worthless or dangerous "cures for fits." This "chamber of horrors" is compiled from a few of the booklets sent out by some of the concerns dealt with in this chapter.

and made knowingly and in reckless and wanton disregard of their truth or falsity. Whitcomb pleaded guilty and was fined $50.—[*Notice of Judgment No. 4447; issued Oct. 16, 1916.*]

Samaritan Nervine.—Shipped about January, 1913, by the Dr. S. A. Richmond Nervine Co., St. Joseph, Mo. Analysis showed the preparation to contain nearly 19 per cent. of potassium bromid, with indications of atropin. Falsely and fraudulently represented as a specific for epilepsy, seminal weakness, every form of kidney disorder, pulmonary affections, rheumatism, gout and heart disease, and as a cure for scrofula, syphilis, loss of hearing and paralysis. Fine, $45 and costs, imposed Sept. 18, 1917.—[*Notice of Judgment No. 6309; issued May 10, 1919.*]

FEMALE WEAKNESS CURES

PINKHAM'S VEGETABLE COMPOUND

In his Great American Fraud series, Mr. Samuel Hopkins Adams discussed the Lydia Pinkham concern in *Collier's,* Feb. 17, 1906, as follows:

"No little stress is laid on 'personal advice' by the patent-medicine companies. This may be, according to the statements of the firm, from their physician or from some special expert. As a matter of fact, it is almost invariably furnished by a $10-a-week typewriter, following out one of a number of 'form' letters prepared in bulk for the 'personal-inquiry' dupes. Such is the Lydia E. Pinkham method. The Pinkham Company writes me that it is entirely innocent of any intent to deceive people into believing that Lydia E. Pinkham is still alive, and that it has published in several cases statements regarding her demise. It is true that a number of years ago a newspaper forced the Pinkham concern into a defensive admission of Lydia E. Pinkham's death, but since then the main purpose of the Pinkham advertising has been to befool the feminine public into believing that their letters go to a woman—who died nearly twenty years ago of one of the diseases, it is said, which her remedy claims to cure.

BROOKLYN DAILY EAGLE, NEW YORK, FRIDAY, NOVEMBER 6, 1903

Confide in a Woman

How Women Act While Consulting a Male Physician.

A woman is sick, some disease peculiar to her sex is fast developing on her system. She goes to her family physician and tells him a story, but not the whole story. She holds something back, loses her head, becomes agitated, forgets what she wants to say, and finally conceals what she ought to have told, and thus completely mystifies the doctor. Is it any wonder, therefore, that the doctor fails to cure the disease? Still, we cannot blame the woman, for it is very embarrassing to detail some of the symptoms of her suffering, even to her family physician. It was for this reason that years ago Mrs. Lydia E. Pinkham determined to step in and help her sex. Having had considerable experience in treating female ills with her Vegetable Compound, she encouraged the women of America to write to her for advice in regard to their complaints, and, being a woman, it was easy for her ailing sisters to pour into her ears every detail of their suffering. In this way

Mrs. Pinkham, in Lynn, Mass.

was able to do for them what the physicians were unable to do, simply because she had the proper information to work upon, and from the little group of women who sought her advice years ago, a great army of her fellow beings are to-day constantly applying for advice and relief, and during the last year many, many thousands every month have written and received valuable advice and help.

Nowhere except at Lydia E. Pinkham's laboratory in Lynn is there such an amount of information at hand to assist in the treatment of all kinds of female ills, from the simplest local irritation, to the most complicated diseases of the female organs. The records of all the many hundreds of thousands of cases as to which advice has been asked are there kept on file by Mrs. Pinkham, and from this vast experience she is able to do more than the family physician for ailing women. Any woman, therefore, irresponsible for her own suffering who will not take the trouble to write to Mrs. Pinkham for advice. The testimonials which we are constantly publishing from grateful women establish beyond a doubt the power of LYDIA E. PINKHAM'S VEGETABLE COMPOUND to conquer female diseases.

Lydia E. Pinkham died in 1883. For years after her death, the concern's advertisements gave the impression that she was still answering all letters written to her. Here is a typical advertisement of this sort; it appeared in 1903, twenty years after Lydia E. Pinkham's death.

"True, the newspaper appeal is always 'Write to Mrs. Pinkham,' and this is technically a saving clause, as there is a Mrs. Pinkham, widow of the son of Lydia E. Pinkham. What sense of shame she might

be supposed to suffer in the perpetration of an obvious and public fraud is presumably salved by the large profits of the business. The great majority of the gulls who 'write to Mrs. Pinkham' suppose themselves to be addressing Lydia E. Pinkham, and their letters are not even answered by the present proprietor of the name, but by a corps of hurried clerks and typewriters."

Earlier in the series, Mr. Adams had said: "Lydia Pinkham's variety of drink depends for its popularity chiefly on its alcohol."

Before the Food and Drugs Act Lydia Pinkham's Vegetable Compound used to be labeled "A Sure Cure for Falling of the Womb and all Female Weakness." Now, however, one finds the "sure cure" claim eliminated and the enlightening information, "CONTAINS 18 PER CENT. OF ALCOHOL."[1]

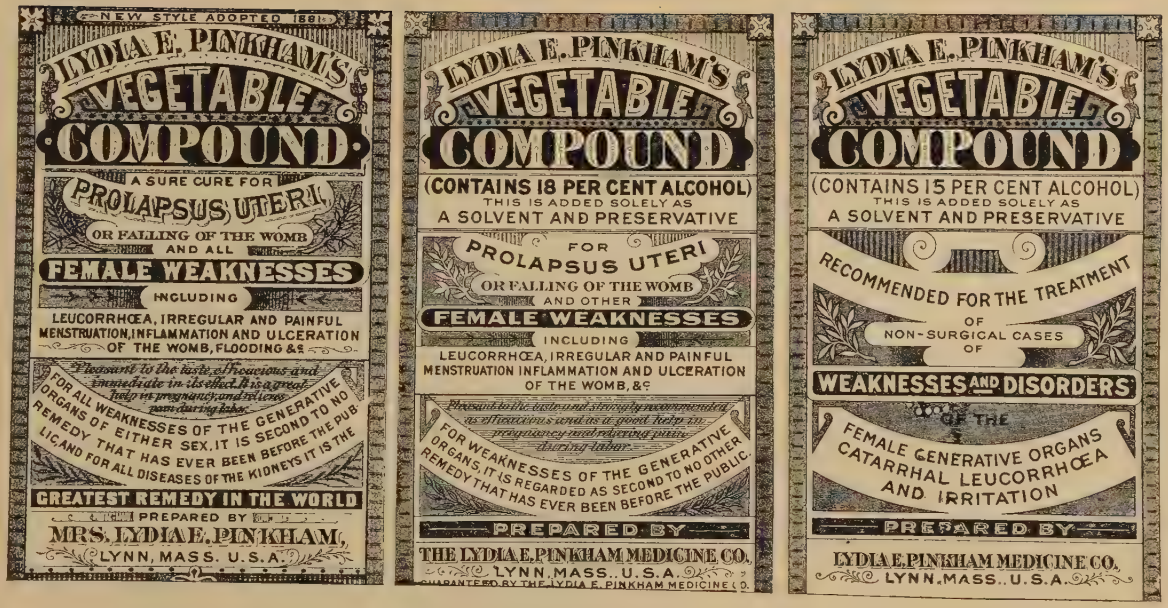
A year or two ago the chemists of the British Medical Association analyzed this nostrum and reported:

> "Analysis showed it to contain 19.3 per cent. by volume of alcohol, and only 0.6 per cent. of solid substances; the ash was 0.06 per cent., and consisted of the constituents usual in vegetable preparations; traces of tannin and ammonia were present, and a small quantity of reducing sugar; no alkaloid was present, and no evidence was obtained of any active principle except a trace of a bitter substance soluble in ether; the remainder (0.3 or 0.4 per cent.) was vegetable extractive, possessing no distinctive characters."

Tired Nervous Mothers
Should Profit by the Experience of These Two Women
Buffalo, N. Y.—"I am the mother of four children, and for nearly three years I suffered from a female trouble with pains in my back and side, and a general weakness. I had professional attendance most of that time but did not seem to get well. As a last resort I decided to try Lydia E. Pinkham's Vegetable Compound which I had seen advertised in the newspapers, and in two weeks noticed a marked improvement. I continued its use and am now free from pain and able to do all my housework."—Mrs. B. B. ZIELINSKA, 302 Weiss Street, Buffalo, N. Y.
Portland, Ind.—"I had a displacement and suffered so badly from it at times I could not be on my feet at all. I was all run down and so weak I could not do my housework, was nervous and could not lie down at night. I took treatments from a physician but they did not help me. My Aunt recommended Lydia E. Pinkham's Vegetable Compound. I tried it and now I am strong and well again and do my own work and I give Lydia E. Pinkham's Compound the credit."—Mrs. JOSEPHINE KIMBLE, 935 West Race Street, Portland, Ind.
Every Sick Woman Should Try
LYDIA E. PINKHAM'S VEGETABLE COMPOUND
LYDIA E. PINKHAM MEDICINE CO. LYNN, MASS.

As, from this analysis, it appeared that Lydia Pinkham's Vegetable Compound might properly have come within the list of those alcoholic medicinal preparations for the sale of which a special tax is required, the attention of the Internal Revenue Department was called to the fact. The Commissioner of Internal Revenue replied that the preparation would be analyzed in the Bureau's laboratory and the matter reported on. This was late in 1913. Noth-

1. Since this article appeared the alcohol content of the Pinkham nostrum has been changed; it now contains 15 per cent. alcohol. See illustrations of labels.

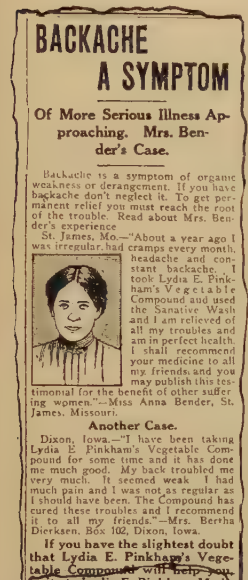

NEW STYLE ADOPTED 1881
LYDIA E. PINKHAM'S
VEGETABLE
COMPOUND
A SURE CURE FOR
PROLAPSUS UTERI
OR FALLING OF THE WOMB
AND ALL
FEMALE WEAKNESSES
INCLUDING
LEUCORRHŒA, IRREGULAR AND PAINFUL MENSTRUATION, INFLAMMATION AND ULCERATION OF THE WOMB, FLOODING &c
Pleasant to the taste, efficacious and immediate in its effect. It is a great help in pregnancy, and relieves pain during labor.
FOR ALL WEAKNESSES OF THE GENERATIVE ORGANS OF EITHER SEX, IT IS SECOND TO NO REMEDY THAT HAS EVER BEEN BEFORE THE PUBLIC AND FOR ALL DISEASES OF THE KIDNEYS IT IS THE GREATEST REMEDY IN THE WORLD
PREPARED BY
MRS. LYDIA E. PINKHAM,
LYNN, MASS. U.S.A.
LYDIA E. PINKHAM'S
VEGETABLE
COMPOUND
(CONTAINS 18 PER CENT ALCOHOL)
THIS IS ADDED SOLELY AS
A SOLVENT AND PRESERVATIVE
FOR
PROLAPSUS UTERI
OR FALLING OF THE WOMB
AND OTHER
FEMALE WEAKNESSES
INCLUDING
LEUCORRHŒA, IRREGULAR AND PAINFUL MENSTRUATION INFLAMMATION AND ULCERATION OF THE WOMB, &c
Prescribed and strongly recommended as efficacious and as a good help in pregnancy and relieving pains during labor.
FOR WEAKNESSES OF THE GENERATIVE ORGANS, IT IS REGARDED AS SECOND TO NO OTHER REMEDY THAT HAS EVER BEEN BEFORE THE PUBLIC.
PREPARED BY
THE LYDIA E. PINKHAM MEDICINE CO.
LYNN, MASS., U.S.A.
GUARANTEED BY THE LYDIA E. PINKHAM MEDICINE CO.
LYDIA E. PINKHAM'S
VEGETABLE
COMPOUND
(CONTAINS 15 PER CENT ALCOHOL)
THIS IS ADDED SOLELY AS
A SOLVENT AND PRESERVATIVE
RECOMMENDED FOR THE TREATMENT
OF
NON-SURGICAL CASES
OF
WEAKNESSES AND DISORDERS
OF THE
FEMALE GENERATIVE ORGANS
CATARRHAL LEUCORRHŒA
AND IRRITATION
PREPARED BY
LYDIA E. PINKHAM MEDICINE CO.
LYNN, MASS., U.S.A.

Study these labels; they're worth it. They typify the changes that have taken place in the past ten years in the labeling of "patent medicines." The label on the left was one used before the Food and Drugs Act went into effect, the happy days—for the "patent medicine" exploiter—when anything went. The center label was the one used after the Food and Drugs Act became effective, but before THE JOURNAL had devoted any large amount of attention to the "female weakness' cures humbug. The label on the right is the one now being used.

ing further was heard from the Commissioner of Internal Revenue and in June, 1914, the office of the Commissioner was again written to. In reply the Internal Revenue officials stated that it had had Lydia Pinkham's Vegetable Compound under consideration and "as such preparation is *now* [Italics ours. ED.] compounded and placed on the market, it measures up to the standard adopted by this office. . . ." This letter was written June 9, 1914. Packages of Lydia Pinkham's Vegetable Compound purchased soon thereafter bore a special label on the bottle and the carton bore a small sticker with the words, "NEW FORM ADOPTED June 12, 1914." The special label on the bottle bore in part the following significant statements:

"It may be found that this medicine has a *different taste and appearance* from the Compound as formerly prepared. This is because it is now improved by *certain additions*.

"Understand that it contains precisely the same medicinal ingredients as formerly and in the same proportions, and consequently retains all its old virtues. The change made with the aid of forty years' experience is simply that *the medicine is stronger and contains some new herbs* possessing valuable medicinal properties. . . ." [Italics ours.—ED.]


BACKACHE
A SYMPTOM

Of More Serious Illness Approaching. Mrs. Bender's Case.

Backache is a symptom of organic weakness or derangement. If you have backache don't neglect it. To get permanent relief you must reach the root of the trouble. Read about Mrs. Bender's experience

St. James, Mo.—"About a year ago I was irregular, had cramps every month, headache and constant backache. I took Lydia E. Pinkham's Vegetable Compound and used the Sanative Wash and I am relieved of all my troubles and am in perfect health. I shall recommend your medicine to all my friends, and you may publish this testimonial for the benefit of other suffering women."—Miss Anna Bender, St. James, Missouri.

Another Case.

Dixon, Iowa.—"I have been taking Lydia E. Pinkham's Vegetable Compound for some time and it has done me much good. My back troubled me very much. It seemed weak. I had much pain and I was not as regular as I should have been. The Compound has cured these troubles and I recommend it to all my friends."—Mrs. Bertha Dierksen, Box 102, Dixon, Iowa.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential), Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

In this more recent advertisement, it will be seen that women are no longer told to write to "Mrs. Pinkham" but to the "Lydia E. Pinkham Medicine Co."

As it is a most unusual thing for nostrum manufacturers to *admit* changes in their formula—unless there are very urgent reasons for doing so—the assumption is justified that a hint from the Internal Revenue Department caused the Pinkham concern to add more drugs to its alcoholic nostrum. The proprietor of a large pharmaceutical jobbing house in Chicago reports that since the formula has been changed a number of complaints have come in from retail druggists to the effect that the nostrum does not "keep" but is "blowing up" on their shelves.—*(From The Journal A. M. A., May 15, 1915.)*

MISBRANDED.—Lydia Pinkham's Vegetable Compound was reported by the government to contain 17.9 per cent. alcohol, and 0.56 grains of solids to each 100 c.c., with vegetable extractive material present. It was falsely and fraudulently claimed by the manufacturers to be effective as a remedy for falling of the womb, leucorrhea, inflammation and ulceration of the womb, for curing diseases of women and for all female ailments and affections, diseases of the bladder, and effective as a cure for dysmenorrhea, uterine tumors, diseases of the ovaries, etc., and as a preventive of miscarriage, "when, in truth and in fact, it was not." The Pinkham company was fined $50.—[*Notice of Judgment No. 4997; issued Jan. 30, 1918.*]

PISO'S TABLETS AND MICAJAH'S WAFERS

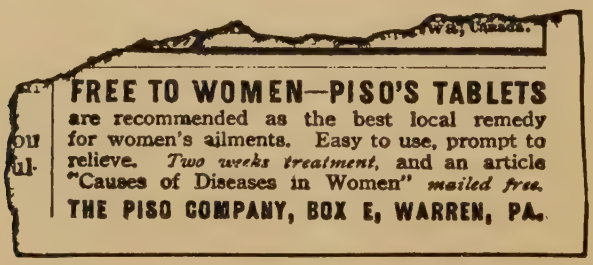
In THE JOURNAL for March 26, 1910, there appeared a laboratory report on "Micajah's Medicated Uterine Wafers," a preparation purporting to be sold only to physicians. The original report on Micajah's Wafers stated that the product had, approximately, the following composition:

Alum, dried	59.86 per cent.
Borax, dried	15.62 per cent.
Boric acid	5.67 per cent.
Water of hydration	18.85 per cent.

Such information as we have on file indicates that Micajah & Co. is practically a trade-name under which William A. Talbott does business; that William A. Talbott is secretary and manager of the Piso Company, and that he and his sister are said to control the Piso concern. The Piso Company is well, if not favorably known by the nostrum it used to advertise as "Piso's Consumption Cure." The name of this "patent medicine" has been modified first to "Piso's Cure, A Medicine for Coughs, Colds, etc.," and more recently to "Piso's Remedy, A Medicine for Coughs and Colds."

Present purchasers of the quondam "consumption cure" find attached to the cork of the bottle a small envelope containing samples of "Piso's Tablets." Those who peruse the less-particular newspapers may also read that "Piso's Tablets are recommended as the best local remedy for women's ailments" and that "two weeks' treatment and an article 'Causes of Diseases in Women'" will be "mailed free" to those who write to the Piso Company.

Those who purchase a box of Piso's Tablets learn from the label that the preparation is "prepared after the prescription of M. C. Talbott, M.D." We fail to find any record of a physician of this name, although the medical directories of about thirty years ago refer to a Dr. Micajah C. Talbott, of Warren, Pa.,


FREE TO WOMEN—PISO'S TABLETS
are recommended as the best local remedy for women's ailments. Easy to use, prompt to relieve. Two weeks treatment, and an article "Causes of Diseases in Women" mailed free.
THE PISO COMPANY, BOX E, WARREN, PA.

who was graduated in 1861 by the University of Buffalo Medical Department. The practical identity of the manufacturers of Piso's Tablets and Micajah's Uterine Wafers, suggested the likelihood of the identity of the "tablets" and "wafers" themselves and it seemed worth while to analyze both of these products and compare them. This was done and the report of the Association's laboratory follows:

LABORATORY REPORT

Original specimens of "Micajah's Medicated Uterine Wafers" and "Piso's Tablets," respectively, were submitted to the Chemical Laboratory for examination. The pasteboard box, labeled "Micajah's Medicated Uterine Wafers," manufactured by Micajah and Co., Warren, Pa., contained twenty-five hexagonal wafers. Piso's Tablets manufactured by Piso Company, Warren, Pa., consisted of 12 cylindrical tablets in a cylindrical wooden box.

Both "Micajah's Wafers" and "Piso's Tablets" are white, odorless and possess an astringent taste. They are soluble in water with difficulty, the resulting solution being acid to litmus. Hot hydrochloric acid and alkali hydroxids dissolve the powdered substances, leaving a small amount of residue. In both cases lycopodium was identified by microscopic comparisons. Both "Micajah's Medicated Uterine Wafers" and "Piso's Tablets" responded to the same qualitative tests, affirming the presence of aluminum, sodium, potassium, borate, sulphate and a trace of fatty material. From the difficulty in effecting solution, the alum in both cases is probably "burnt" alum. The acidity of both samples, respectively, was practically the same.

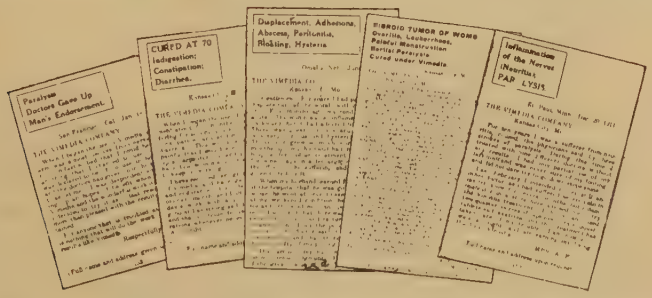
From the chemists' report it will be seen that, as might have been expected, "Micajah's Uterine Wafers" are essentially identical with "Piso's Tablets." The "Piso's Tablets" advertising matter is of the type common to such nostrums. The underlying theme throughout all of it is to the effect that practically everything that ails a woman is likely to be due to some form of "womb trouble" and that the remedy par excellence for "womb trouble" is "Piso's Tablets."—(*Modified from The Journal A. M. A., Sept. 25, 1915.*)

VIMEDIA

The Vimedia Company of Kansas City, Mo., seems to be conducted along lines very similar to those of the Viavi concern described in "Nostrums and Quackery" (1912). The Vimedia Company is said to have been incorporated under the laws of Missouri in October, 1905. Its president, apparently, is one J. C.

Fuller and its secretary and treasurer, V. H. Laederich. It is significant that a branch of the Viavi company ("Central Viavi Company" of Kansas City, Mo.) used to have for its president, V. H. Laederich, and for its vice president and secretary, J. C. Fuller.

The Vimedia Company does business both by mail and by means of agents. It uses the most approved "patent medicine" methods in making claims for its preparations, *viz.*, by means of testimonials. As with the Viavi concern the Vimedia "treatment" comprises a number of products. Analyses of several of these preparations have been made by J. E. Norman and published in a



Photographic reproductions (greatly reduced) of some of the leaflet advertisements of "Vimedia" in which testimonials are used to lead the public to believe that the nostrums will cure such conditions as "Paralysis," "Fibroid Tumors," "Womb Displacement," "Neuritis," etc.

Special Bulletin issued by the State Agricultural Experiment Station of North Dakota for July and August, 1915. The report of the North Dakota chemists as given in this *Bulletin* may be summarized as follows:

VIMEDIA LIQUID: The price of this product is $8 for twelve tablespoonfuls. It was reported to contain 10 per cent. alcohol and small amounts of hydrastin and verberin (two alkaloids from golden seal) and also small amounts of sugar, glycerin and ammonia.

VIMEDIA CERATE: This preparation for external use only was sold at $8 for 6 ounces. Over 95 per cent. of this ointment was reported to consist of a mixture of petrolatum (vaseline) and cocoa butter; the remainder, according to the chemist, consists of "plant tissue, hydrastin and a small amount of starch."

VIMEDIA CAPSULES: This preparation, sold for "uterine treatment," consists of 84 capsules, price $8. The chemists reported that over 86 per cent. of the contents of each capsule was found to consist of cocoa butter, giving a faint reaction for what was apparently hydrastin. The remainder of the contents was said to consist essentially of plant tissue and starch from golden seal.

VIMEDIA TABLETS: These come in packages of 90 tablets, price $1. They were reported to contain over 11 per cent. of ash and large amounts of starch, the latter mainly in the form of corn-starch with small amounts of plant tissue. The mineral matter was reported to consist of small amounts of iron, magnesia, silicates, chlorids and nitrates.

VIMEDIA SUPPOSITORIES: Consists of a box of 91 suppositories, price $8, and is claimed to be efficacious for rectal treatment. The North Dakota chemists reported that the suppositories were found to contain cocoa butter and a small amount of hydrastin.

VIMEDIA LAXATIVE: This sold for 50 cents and consisted of 40 pellets. The chemists reported finding that these laxative pills were sugar coated and contained extract of glycerrhiza (licorice) and quinin.

The North Dakota report closes with this comment: "Certainly, rather extravagant prices considering the ingredients of which these preparations are composed. An examination of this product calls to mind the Viavi preparations which are similar in character; while the circular accompanying the preparations does not give a thoughtful person much faith in the efficacy of this class of preparations as a cure-all for the numerous ailments enumerated. One pays $33.50 for these six preparations intended as Vimedia Home Treatment, which would probably last one month and then the order would need to be repeated. The cost of a single item would, in the writer's judgment, furnish a profit for the entire list."—(*From "Female Weakness Cures" pamphlet, 1918.*)

WINE OF CARDUI

"Wine of Cardui" is an alcoholic nostrum sold as the "Woman's Tonic." Careful and exhaustive chemical and pharmacologic examinations of this preparation showed that "Wine of Cardui" contained no wine but did contain alcohol as its active and potent ingredient. The alcohol was present to the extent of one-fifth (20 per cent.) of the total volume; in other words, it had about twice the alcoholic strength of champagne. In addition, it was found to contain small amounts of the extractives of blessed thistle (*Carduus benedictus*) and insignificant amounts of the extractives of black haw (*Viburnum prunifolium*). Blessed thistle is a weed that was used as a medicine many years ago but has long been discarded as worthless. The medicinal value of black haw also is questionable.

The alleged history of this nostrum is typical. It was claimed that many years ago an Indian squaw made a tea—not a "wine"—from some blessed thistle and gave it to a girl who was suffering pain at the menstrual period and who was said to have been relieved thereby. The girl's mother, according to the story, asked the squaw for some of the herbs which were given her and among which she found some seeds. These seeds are said to have been planted and in later years a decoction of the thistle was put up in bottle form. The method of making Wine of Cardui in those days seems to have been to soak the weed in

water for two or three days, draw off the liquid, flavor it, color it with cochineal and then add whisky to it. When the making of the stuff was turned over to the concern which developed into the present business, alcohol, apparently, took the place of whisky. Not until 1906 was black haw added to the "formula."

Wine of Cardui cartons of various dates. Note that the oldest claim, "Nature's Great Emmenagogue," gives place to "Nature's Great Restorative" and later to the more truthful and enlightening admission—required by the federal law—"Contains 20 per cent. Alcohol." Note, also, the changes from "A Certain Cure For . . ." through "Recommended For . . ." to merely "For . . ."

MODIFIED CLAIMS

The claims made for "Wine of Cardui" have undergone those characteristic changes from bold, blatant unashamed falsehood to the inferential and less-easily-attacked circumlocutions and diffuse misstatements. In the easy going days the presence of alcohol was not declared and such claims were made in the trade package as:

"Nature's Great Emmenagogue, a Certain Cure for Menstrual Disturbances of Woman."

"This pure Wine is a simple vegetable extract without intoxicating qualities and has proved to be the most astonishing Tonic for Women known to Medical Science."

"This Medicine will correct all irregularities of the Monthly Periods of women when not caused by constitutional deformity or that do not require surgical treatment. It will do no more nor less than this. It is harmless as water during pregnancy."

No longer do these claims appear—at least in an unmodified form—on the trade package. Gone is the claim that Wine of Cardui is "Nature's Great Emmenagogue"; gone also the "Certain Cure." Past is the day when this nostrum will "correct all irregularities"; now it is "recommended for all menstrual irregularities." Nor is it "harmless as water during pregnancy," or even a "pure wine without intoxicating qualities." Gone, too, is the old claim that it was "the most astonishing Tonic for Women known to Medical Science."

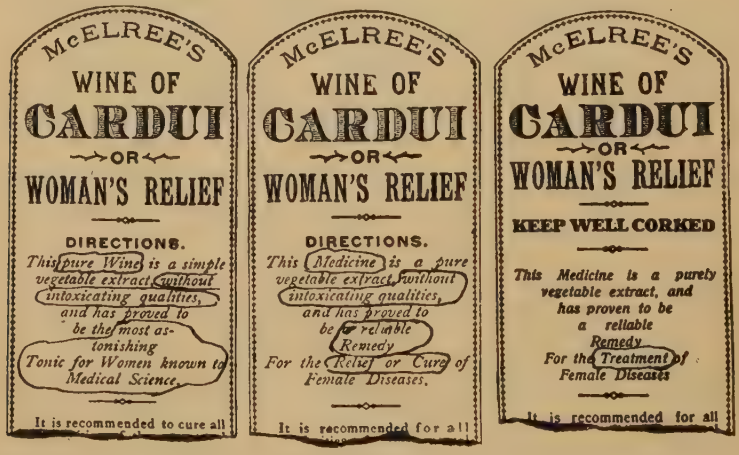
Today the claims are made by indirection and the supposititious virtues of "Wine of Cardui" are heralded chiefly *via* the testimonial route. Not altogether, however. According to the circular around a bottle purchased March, 1918, we find these statements:

"Many thousands of women have found Cardui of great value in relieving pain, regulating the menses, benefiting leucorrhea, preventing miscarriage and helping to make childbirth easy. It is a reliable specific, harmless, strengthening tonic medicine for all females at puberty, maturity, pregnancy and during the change of life."

The same circular gives directions for its use:

"As a General Tonic"
"Periods too Frequent or Profuse"
"Irregular, Painful or Delayed Menstruation"
"Entire Suppression"
"Whites"
"Misplaced Womb"
"Change of Life and General Debility"
"During Pregnancy"
"Miscarriage and Non-Conception"
"At puberty."

The dose recommended is one tablespoonful (half an ounce). This means that the woman or girl who takes Wine of Cardui gets with each dose forty-eight drops of undiluted alcohol or the equivalent of about one hundred drops of whisky!


McELREE'S
WINE OF
CARDUI
OR
WOMAN'S RELIEF
DIRECTIONS.
This pure Wine is a simple vegetable extract without intoxicating qualities, and has proved to be the most astonishing Tonic for Women known to Medical Science.
It is recommended to cure all
McELREE'S
WINE OF
CARDUI
OR
WOMAN'S RELIEF
DIRECTIONS.
This Medicine is a pure vegetable extract without intoxicating qualities, and has proved to be a reliable Remedy
For the Relief or Cure of Female Diseases.
It is recommended for all
McELREE'S
WINE OF
CARDUI
OR
WOMAN'S RELIEF
KEEP WELL CORKED
This Medicine is a purely vegetable extract, and has proven to be a reliable Remedy
For the Treatment of Female Diseases
It is recommended for all

Wine of Cardui labels of various dates, showing the change and final elimination of the most blatant falsehoods.

WINE OF CARDUI AND THE INDIANS

In October, 1914, the superintendent of an Indian school in Arizona asked for a decision on the permissibility of selling "Wine of Cardui or any alleged medicine containing 20 per cent. of alcohol" on the Indian Reservation. The question was raised, according to the superintendent, following alleged attempts of an agent for Wine of Cardui to push the trade into Indian channels. The agent was alleged to have told some of the Indian traders that the merchants at two points outside the reservation were "selling Wine of Cardui to Indians like wildfire. They are buying it by the gross." In immediate reply to the

superintendent's request for a decision the Office of Indian Affairs at Washington replied that the only safe plan was for the trader to decline to handle medicine containing an appreciable amount of alcohol.

In order, however, to be in a position to pass on the matter specifically, the Office of Indian Affairs sought information regarding Wine of Cardui from the Commissioner of Internal Revenue and from the United States Public Health Service. The Internal Revenue Department advised the commissioner that it considered Wine of Cardui "unsuitable for use as a beverage," stating that this opinion was based on an "analysis" made in that office but giving no information regarding the exhaustiveness of the alleged analysis. The Public Health Service, on receipt of the request, took the matter up for thorough investigation and at the same time notified the Commissioner of Indian Affairs that the American Medical Association had analyzed Wine of Cardui. As a result the Commissioner wrote to THE JOURNAL, which in turn transmitted to him the results of the analyses made in the Association's laboratory.

1912 Edition

CONSTIPATION AND WHITES

"I suffered with constipation for ten (10) years," writes Mrs. Sarah J. Gilliland, of Siler City, N. C. "I took Thedford's Black-Draught and it cured me. I also had the whites. Cardui did me more good than anything I ever tried for them. May God bless the Cardui Home Treatment."

"MY WOMB CAME DOWN

almost as large as a fist," writes Mrs. John B. Justice, of R. F. D. No. 1, Pedro, Ohio. "I had dreadful pains in my back and was so weak that I could scarcely stand on my feet. Finally I became so bad that my son, who is a physician, wanted to perform an operation, but I fought him off and tried the Cardui Home Treatment. It has done me more good than anything else I have taken, during the 35 years in which I suffered. Only a few days after I commenced with the Cardui, I became stronger, the womb went back and Cardui took away the inflammation and pain. The Cardui Home Treatment has done great things for me."

SUFFERED EIGHTEEN YEARS

Mrs. Austin Cargill, R. F. D. No. 1, Hartford, Mich., writes: "For over eighteen years I suffered with all the aches and pains which female trouble can cause. I had to lay down three or four times a day and could not do any hard work. Different doctors treated me and tried a great many kinds of medicine, but nothing I ever took did me so much good as Cardui. I sincerely believe that every woman who is as I was, troubled with these

1913 Edition

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Photographic reproductions, greatly reduced, of some testimonials published in the 1912 and 1913 editions, respectively, of an advertising booklet. Note the changes made in the testimonials.

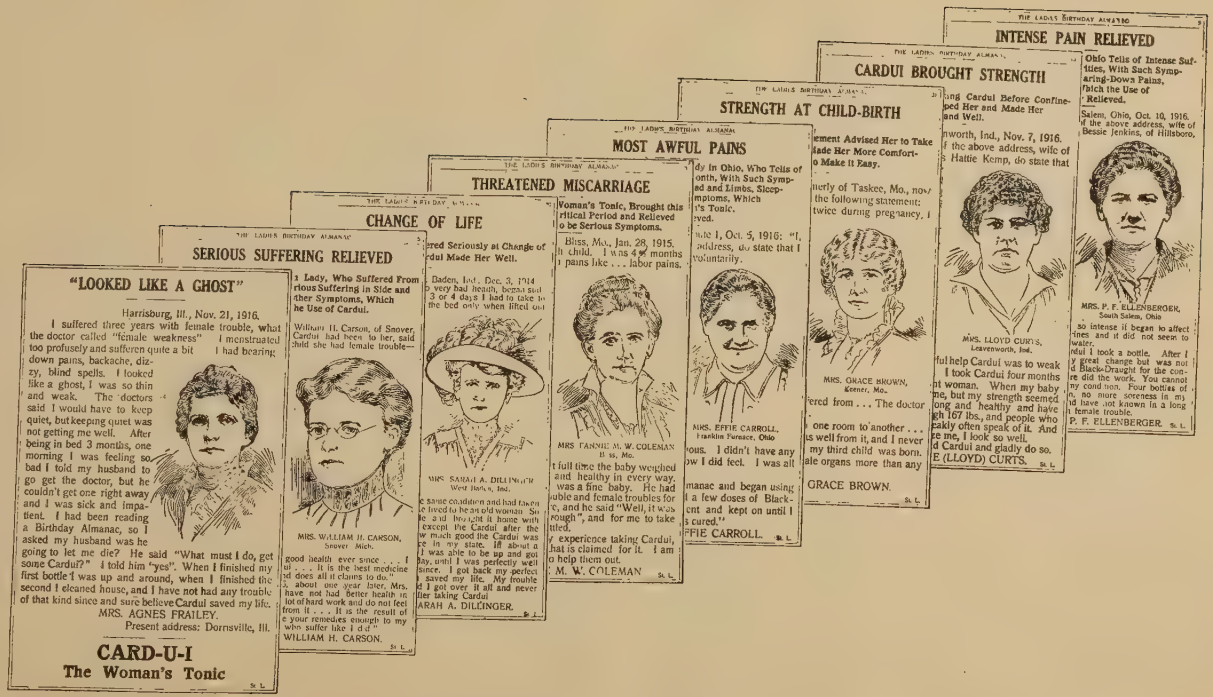
In due time the United States Public Health Service sent to the Office of Indian Affairs an exhaustive report which closed with these two paragraphs:

> "These findings, therefore, would indicate that Wine of Cardui has no specific action other than that due to its alcoholic content.
>
> "From the appearance, odor, taste and physiological action of Wine of Cardui, one would be justified in assuming that the mixture could be used as a beverage. It may be suggested that almost any preparation containing alcohol, such, for example, as flavoring extracts, perfumery, and even certain preparations of shellac or varnish, may become a beverage when obtained by a person having sufficient craving for alcohol. A number of such preparations have been misused in this way."

In view of the evidence submitted the Washington authorities notified the Superintendent of the Indian school in part as follows:

> "In connection with the correspondence regarding the sale of Wine of Cardui by the trader on your reservation, you are advised that, after careful consideration of the entire matter, it has been concluded that this product cannot be lawfully introduced into the Indian country."

This was in March, 1915. Recently the Office of Indian Affairs was asked whether its order of March, 1915, still stood. Under date of June 24, 1918, the Office of Indian Affairs replied that "the order referred to has not been revoked."


THE LADIES' BIRTHDAY ALMANAC
SERIOUS SUFFERING RELIEVED
"LOOKED LIKE A GHOST"
Harrisburg, Ill., Nov. 21, 1916.
I suffered three years with female trouble, what the doctor called "female weakness" I menstruated too profusely and sufferen quite a bit I had bearing down pains, backache, dizzy, blind spells. I looked like a ghost, I was so thin and weak. The doctors said I would have to keep quiet, but keeping quiet was not getting me well. After being in bed 3 months, one morning I was feeling so bad I told my husband to go get the doctor, but he couldn't get one right away and I was sick and impatient. I had been reading a Birthday Almanac, so I asked my husband was he going to let me die? He said "What must I do, get some Cardui?" I told him "yes". When I finished my first bottle I was up and around, when I finished the second I cleaned house, and I have not had any trouble of that kind since and sure believe Cardui saved my life.
MRS. AGNES FRAILEY.
Present address: Dornsville, Ill.
CARD-U-I
The Woman's Tonic
CHANGE OF LIFE
MRS. WILLIAM H. CARSON, Snover, Mich.
THREATENED MISCARRIAGE
MRS. SARAH A. DILLINGER, West Baden, Ind.
MOST AWFUL PAINS
MRS. FANNIE M. W. COLEMAN
STRENGTH AT CHILD-BIRTH
MRS. EFFIE CARROLL, Franklin Furnace, Ohio
CARDUI BROUGHT STRENGTH
MRS. GRACE BROWN, Keener, Mo.
INTENSE PAIN RELIEVED
MRS. LLOYD CURTS, Leavenworth, Ind.
MRS. P. F. ELLENBERGER, South Salem, Ohio

Some pages from the "Ladies' Birthday Almanac" for 1918, showing the testimonial method of puffing Wine of Cardui.

A SUMMARY

No better summary of the case against Wine of Cardui can be given than to quote the conclusions reached by various chemists and pharmacologists who, during 1915-1916, made personal examinations of the product.

A. H. Clark, Professor of Chemistry of the University of Illinois, School of Pharmacy, said regarding his work:

> "This analysis shows conclusively that Wine of Cardui contains none of those drugs (except alcohol) which are considered active or potent."

W. D. McAbee, Assistant Chemist of the Indiana State Board of Health, reported, after he had examined it:

> "The analyses indicate that aside from the alcohol, Wine of Cardui contains no potent ingredient in quantities capable of producing any physiologic effects."

Dr. A. B. Stevens, Professor of Pharmacy and Secretary of the College of Pharmacy of the University of Michigan, concluded from his experiments:

> "(1) Wine of Cardui does not contain any potent ingredient except alcohol. (2) Wine of Cardui is not a wine except in name. (3) Wine of Cardui probably contains extracts from *Viburnum prunifolium* and *Carduus benedictus*. (4) Alcohol is not necessary as a preservative of the constituents of Wine of Cardui. (5) The presence of 20 per cent. of alcohol in Wine of Cardui, without medicinally active constituents, permits its use as an alcoholic beverage."

Dr. Ralph W. Webster, Assistant Professor of Pharmacology and Therapeutics, Rush Medical College, after his examination, reported:

> "The effects observed on myself were identical after taking the Wine of Cardui and the alcohol; viz., absolutely no effects other than those of alcohol."

Dr. A. S. Loevenhart, Professor of Pharmacology and Toxicology of the University of Wisconsin said, based on his investigations:

> "The conclusion reached is that Wine of Cardui produces purely an alcoholic effect, the other constituents being entirely inert. It may be readily used as an intoxicant."

Emerson R. Miller, acting Assistant Professor of Plant Chemistry, and Chemist of the Pharmaceutical Experiment Station, University of Wisconsin, reported:

> "From the work done I conclude that Wine of Cardui does not contain any physiologically active substances, except alcohol, in more than extremely small amounts, and that the preparation might be used as an alcoholic beverage."

Dr. A. J. Carlson of the Hull Physiological Laboratory, University of Chicago, carried out a series of experiments with Wine of Cardui on women, men and dogs. He summarized his findings as follows:

> "(1) McElree's Wine of Cardui, apart from the alcohol, does not contain any emetic principle or substances causing nausea, vomiting or diarrhea, even when taken in quantities up to two whole bottles in a single dose. (2) McElree's Wine of Cardui may be taken by women in sufficient quantities to induce marked alcoholic intoxication without producing any effect on the uterine tonus or on the menstruation. (3) There is nothing in McElree's Wine of Cardui to prevent its use as an alcoholic beverage."—(*From "Female Weakness Cures" pamphlet, 1918.*)

Now Contains Ten Per Cent. Alcohol.—Consider the case of "Wine of Cardui." This "woman's tonic" which, before the days of the Food and Drugs Act, was "a Certain Cure" and "Nature's Great Emmenagogue" later admitted (as per the law's requirements) the presence of alcohol to the extent of 20

per cent. Repeated and exhaustive experiments by some of the best chemists and pharmacologists in the country conclusively demonstrated that the alcohol was the most powerful and active drug in it. THE JOURNAL'S first extended article on this product brought the claim from the manufacturers that no more alcohol was used than was "needed as a solvent and preservative" and the further declaration that they had "employed leading chemists who have sought widely for another preservative, but without success." In the court action that followed THE JOURNAL'S exposés the Wine of Cardui concern again emphasized its inability to diminish the amount of the alcohol. As the company's attorney said in his opening statement, Wine of Cardui had been submitted to one of the great chemists in the United States "for the purpose of ascertaining whether or not any other solvent or preservative could be used rather than alcohol." This great chemist "found that 20 per cent. of alcohol was the exact amount that would answer the purposes and that anything substantially beneath that amount would make the medicine spoil and would no longer act either as a solvent or as a preservative." "Wine of Cardui" continued to contain 20 per cent. of alcohol—the irreducible minimum, according to the manufacturers; an unnecessarily large amount, according to the medical profession. Then came national prohibition. Today Wine of Cardui contains 10 per cent. alcohol and its preservative powers have been fortified by the addition of benzoates. Verily, the wonders of science are as nothing to the marvels of legislation!—(*Modified from The Journal A. M. A., Feb. 28, 1920.*)

SOME BRIEFER PARAGRAPHS

Mrs. Ida M. Ade.—The Kokomo Medicine Company of Kokomo, Ind., advertised a "free home treatment for female trouble" under the name of Mrs. Ida M. Ade. Those who wrote to Mrs. Ade for the treatment got a form letter printed in imitation handwriting. Mrs. Ade recommended the recipient of her letter to order a 30-day "Vitopian Home Treatment," put up by the Kokomo Medicine Company. By the same mail a stock letter and a small box containing a few pills and two vaginal suppositories came from the Kokomo Medicine Company. The letter gave the price of the 30-day treatment as $3.50, but stated that, on Mrs. Ade's urging, they had "decided to allow you the regular wholesale discount," which would bring the price down to $3.00. The whole scheme was typical mail-order quackery.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Alorine Antiseptic Suppository.—Henry E. Currey, who did business under the trade name Live and Let Live Drug Co. at Baker, Ore., was charged with shipping this preparation in violation of the federal Food and Drugs Act. The government chemists reported that Alorine Antiseptic Suppository was made of cacao-butter and contained quinin sulphate, boric acid and tannic acid. The circular around the bottle contained the following claims:

"A prompt and effectual Relief for Leucorrhea, . . . Tumors, Polypus, Profuse and Difficult Menstruation, Laceration of Cervix, Gonorrhea, Falling of the Womb, and all Female complaints in General. A remedy of great medicinal value; and has been used in hundreds of the most severe cases, producing instant relief, followed by a speedy cure. . . . Important. The suppositories are a positive preventive and protection from Venereal Diseases. . . ."

The government very naturally declared that these claims were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. Currey was fined $50.—[*Notice of Judgment No. 4929; issued Oct. 17, 1917.*]

Alpen Seal.—Mrs. Georgia Palmer of Chicago advertises that she will send a "free prescription" for the relief of women's ailments. Those who write receive a letter printed in imitation handwriting. The "prescription" is printed in imitation typewriting on a prescription blank of George E. Flood,

M.D., 79 Dearborn Street, Chicago. The "prescription" contains three items: Water, Fluid Extract of Black Haw and "Alpen Seal." The joker, of course, lies in the "Alpen Seal," which is a "patent medicine" put on the market by a concern calling itself the Alpen Chemical Company. Dr. George E. Flood of 79 Dearborn Street may also be found in the nostrum literature as the writer of a testimonial for a bust developer put out by the Aurum Medicine Company, also of 79 Dearborn Street. "Alpen Seal" is also advertised by the "prescription fake" method in those newspapers that are not above sharing the profits of nostrums of this type.—(*From The Journal A. M. A., Oct. 4, 1913.*)

"Andrews' Wine of Life Root or Female Regulator" and "Andrews' Wine of Life Root Annex Powders."—These imposingly named products were shipped by Ernest L. Andrews, who traded as the Andrews Manufacturing Co., Bristol, Tenn. The "Female Regulator," according to the federal chemists' analysis, contained over 14 per cent. alcohol, considerable sugar and small amounts of methyl salicylate and tannin. The "Annex Powders" were composed of almost equal parts of common salt and baking soda with a small amount of washing soda. The "Female Regulator" was represented as a remedy for all diseases peculiar to the female sex, as a regulator of all derangements of the menstrual organs, as a panacea for woman's ills, as a remedy for sterility and, in fact, as a cure for all diseases from which women suffer, provided it was used in connection with the "Annex Powders." These claims were declared false and fraudulent. Andrews was fined $50 and costs.—[*Notice of Judgment No. 4943; issued Oct. 17, 1917.*]

HEALTH FOR THE ASKING—WILL YOU ACCEPT?

OFFICIAL

HEALTH

FREE PROOF TREATMENT, ADVICE AND BOOK

CERTIFICATE

HONEST TREATMENT

EXPERT ADVICE

ISSUED BY

Atlanta Remedy Company, Atlanta, Ga.

This Certificate, when returned to us with the application blank enclosed, will entitle [illegible] hereof to a FREE PROOF TREATMENT, MEDICAL ADVICE, and our 120 page Medical Book as provided in the letter sent herewith. It is distinctly understood that no charge whatever will be made, now or any other time, for the Treatment and Medical Services herein mentioned.

Witness the signature of our Medical Director Dr Lily M. Norrell.

GOOD HEALTH BRINGS HAPPINESS TO ALL

Part of the advertising paraphernalia of the Atlanta Remedy Company. Compare with the "Health Certificate" (reproduced on another page) issued by the "Woman's Remedy Company" of San Francisco, which was operated by the same concern. The "Free Proof Treatment" is a typical piece of medical mail-order flummery.

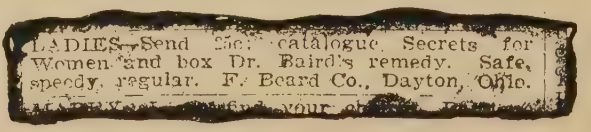
Atlanta Remedy Company.—The Atlanta Remedy Company of Atlanta, Ga., was another branch of the W. M. Griffin fakery with headquarters at Fort Wayne, Ind. Dr. Lily M. Norrell was the stoolpigeon in this case. The methods employed were practically identical with those used in the Bertha C. Day concern;[1] the regular system of follow-up letters, "free proof treatment," testimonials and a 144-page booklet, entitled "Health at Home for Women." This booklet was said to be "published by the Atlanta Remedy Company, Atlanta, Ga." Except for the first eight pages, which described Dr. Lily M. Norrell, "Medical

1. Exposed in "Nostrums and Quackery" (1912).

Director, Atlanta Remedy Co.," the book was printed from the same plates as, and was identical with, the one issued by the "Woman's Remedy Company," San Francisco, another of Griffin's mail-order medical concerns. As in the case of the Bertha C. Day concern, those who wrote to the Atlanta Remedy Company for the free trial treatment also had saddled on them a so-called "special treatment," which was sent at the same time as the trial treatment. For the latter the victim was asked to pay $2.00 or $2.50. The value of this treatment may be gathered from the fact that if the victim refused to accept it the company did not consider it worth while sending the 3 cents postage necessary for its return. The business belonged in the same class as that of its prototype, the "Bertha C. Day Company."—(*From The Journal A. M. A., Oct. 4, 1913.*)

[This concern went out of business about the time the federal authorities investigated Griffin's other quack mail-order concerns.]

Mrs. F. Beard Company.—The Mrs. F. Beard Company of Dayton, O., advertised in the classified columns of the newspapers, thus:


LADIES—Send 25c. catalogue, Secrets for Women and box Dr. Baird's remedy. Safe, speedy, regular. F. Beard Co., Dayton, Ohio.

Those who sent 25 cents received a batch of advertising of the remedies of the F. Beard Company, and a small wooden box containing some black pills. The label on the box referred the recipient to a red circular sent in the letter. This circular urged the woman to "send immediately for Superb Pills No. 3," if the sample in the wooden box "does not bring about the monthly flow." According to the leaflet, "Superb Pills No. 3 are a new departure, being made triple strength." They were "made expressly for long-standing and aggravated cases." If taken each month "ladies will find themselves always regular," thus "saving them from worry" and pain. And the reader was told that "these pills should be used every month as a preventive of irregularities." Five dollars a box was asked. In addition to the nostrums, the company also sold various "rubber goods."—(*From The Journal A. M. A., Oct. 4, 1913.*)

Gerstle's Female Panacea.—This preparation was made by the Gerstle Medicine Company of Chattanooga, Tenn., and like most "female panaceas" contained alcohol—20 per cent. Government chemists analyzed it and found that, in addition to alcohol and water, it contained "1.6 per cent of vegetable extractive matter, including a trace of alkaloid." The Government declared that, in reckless and wanton disregard of the truth, it was falsely and fraudulently claimed that the preparation was effective among other things as a female panacea for irregular, painful, profuse, or suppressed menses, whites, falling of the womb and female weakness, "when, in truth and in fact, it was not." The company was fined $37.50 and costs.—[*Notice of Judgment No. 4837; issued Sept. 18, 1917.*]

Hager Medical Company.—This concern put out a line of nostrums under the inclusive title "Hager's Famous Health Remedies." The chief of these seems to have been "Oak Balm," which was said to be "prompt, pleasant and permanent in its cures of all diseases of women," and to be "the most powerful analgesic (pain killer) remedy hitherto known and used in gynecological practice." Oak Balm was recommended for practically every ill to which woman is subject, and the inferential claim was made that the stuff would cure cancer. Oak Balm was analyzed some time ago by the state chemists of North Dakota,

who reported that the preparation was suppositories "made up chiefly of boric acid, alum, cacao butter." The chemists added that "tannin was not detected, therefore no oak constituent was present." In addition to Oak Balm, the Hager Medical Company seems to have put out "Vigoroids, for sexual debility," "Strogal, for cancers, syphilis, ulcers," "Mammary Cell Food, for developing busts, etc.," "Kremoids, for injection, mouth wash, etc.," "Kidney Tablets, for all kidney troubles," "Fibroma Unguent, for tumors, ovaritis, etc.," to say nothing of nostrums for asthma, "catarrh," "weak heart," indigestion, etc.

The Hager Medical Company
HAGERS "OAK BALM" "FIBROMA UNGUENT"
"OVARIAN CELL FOOD" "MAMMARY CELL FOOD"
PAIN BALM "BLACK PILLS" KIDNEY TABLETS" ETC.
Send for free booklet "AND MONTHLY BULLETIN"
South Bend, Indiana Jan. 1913.

Mrs. A. S. Hon.—Mrs. Hon conducted a medical mail-order business at South Bend, Ind., advertising and selling various alleged remedies for the self-treatment of ailments peculiar to women. Mrs. Hon is of Polish descent and her husband, who was also interested in the business, was born in Poland and, although he had been in this country for twenty-five years, is, according to Mrs. Hon's testimony, practically unable either to read or to write English. Neither Mrs. Hon nor her husband has the slightest medical knowledge nor have any of her employees. The only physician who had anything to do with the business, even remotely, was said to visit the Hon office from time to time when the nostrums were being compounded. The preparations were analyzed by the Bureau of Chemistry of the Department of Agriculture at the time of the investigation by the Post Office Department into this humbug. "Mrs. Hon's Healing Compound" was found to be a pinkish powder consisting chiefly of alum with small amounts of boric acid, zinc sulphate, thymol, coloring matter, etc. "Mrs. Hon's Womb Suppositories" had a fatty base resembling lard with some cocoa-butter and contained a considerable quantity of alum with small amounts of boric acid, zinc sulphate, morphin and coloring matter. "Mrs. Hon's Invigorator Pills" were black, sugar-coated, elliptical pills of the iron-quinin-strychnin type. "Mrs. Hon's Stomach Tablets" were bright red, sugar-coated tablets containing large amounts of bismuth subgallate and magnesium (calculated as Epsom salts) with small amounts of aloes, red pepper, etc. "Mrs. Hon's Womb Relief" was a coarsely ground powder of aromatic odor which under the microscope showed the presence of cloves, cinnamon, skullcap and unidentified root and bark. The claims made by Mrs. Hon for her nostrums were obviously and patently false and fraudulent. She, of course, submitted a number of testimonials in defense of her business. After considering all the evidence in the case, Judge Lamar, solicitor for the Post Office Department, declared the business a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises and he recommended that a fraud order be issued. This order was issued May 23, 1918.—(*From The Journal A. M. A., Aug. 17, 1918.*)

"La Franco Combination Treatment" and "La Franco Vitalizer No. 200."—Shipped by Charles E. Luburg, who traded as La Franco Medical Co., Philadelphia. "La Franco Combination Treatment" included "Female Pills No. 2," "Blood and Emmenagogue Remedy," "Antiseptic Douche Powder," and "Tea

Tablets." Analysis showed the "Female Pills No. 2" to consist essentially of aloes, emodin and green vitriol, with indications of ergotin and a trace of crude drug. The "Blood and Emmenagogue Remedy" was essentially iron, quinin, strychnin, and phosphate. The "Antiseptic Douche Powder" was essentially boric acid, borax, alum, carbolic acid and oil of peppermint. The "Tea Tablets" consisted essentially of milk sugar, oil of pennyroyal, iron and manganese oxids, and probably a small amount of caramel. The "Vitalizer No. 200" consisted essentially of iron, manganese, zinc, arsenic, phosphate, phosphid, and strychnin. All were falsely and fraudulently advertised. Fine, $75.—[*Notice of Judgment No. 5820; issued May 29, 1918.*]

Margaret M. Livingston.—Margaret M. Livingston, M.D., of Chicago, advertised in the "personal" columns of newspapers as a "specialist for diseases of women." Those who wrote for the "free booklet" which she offered to send, received, in addition to the pamphlet lauding Dr. Livingston and her methods, some printed slips describing various nostrums she had for sale. About 1910 Dr. Livingston seems to have been connected with a concern called the Central Health Institute which sold "For-Me-Ka Oil Vitality Tonic Remedies." On Nov. 20, 1912, this woman was arrested and charged with giving information by mail where an abortion would be performed. She was found guilty and fined $150. Early in 1919 Margaret Livingston's advertising booklets were being distributed from door to door in certain parts of Chicago. These dilated on the alleged virtues of such nostrums as "Dr. Livingston's Astringent Herb Tablets," "Dr. Livingston's Snowdrop Tablets," "Dr. Livingston's Medicinal Tampons," etc.

Martel's Female Pills.—These were put on the market by Ellis B. Kittson (French Drug Company) and came in two forms, white and black. The white pills, according to federal chemists, contained, essentially, aloes, ferrous sulphate (green vitriol) and some alkaloid, together with indications of ginger. The black pills had virtually the same composition but were differently coated. The government declared that the claims made for these pills that they were a remedy for suppression of the menses and painful menstruation and would impart to the female reproductory organs the proper functional action and restore the vitality of those organs were false and fraudulent. On July 10, 1917, Kittson was fined $5.—[*Notice of Judgment No. 5712; issued May 9, 1918.*]

Martel's Special Female Pills.—These were also sold by Ellis B. Kittson (French Drug Company). The federal chemists reported that analysis showed them to contain, essentially, aloes, ferrous sulphate (green vitriol) and an unidentified alkaloid together with indications of ginger. The circular accompanying the pills represented them as a remedy for disturbances of the menstrual functions and as effective to impart proper functional action to the female reproductory organs, and as a remedy for suppressed menstruation, etc., claims which the government charged were false and fraudulent. Kittson was fined $5.00. —[*Notice of Judgment No. 5711; issued May 9, 1918.*]

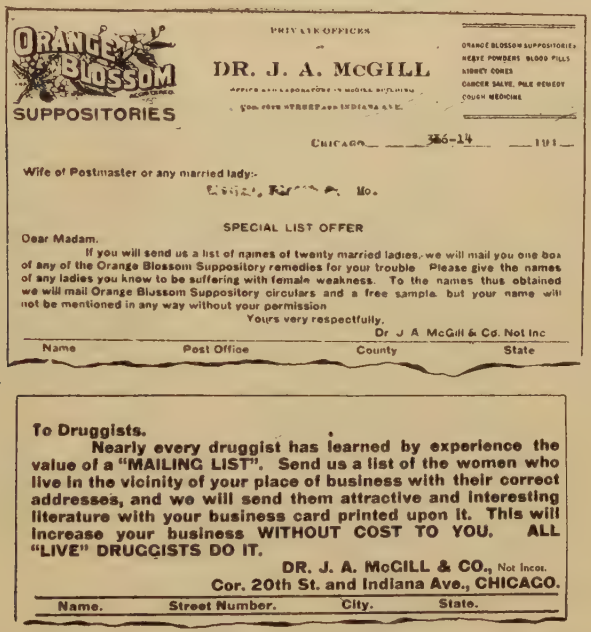
Opaline Suppositories.—Gabriel R. Summers who did business as Vanderhoof & Co., South Bend, Ind., and whose advertisements have in the past appeared as "Mrs. M. Summers," sold among other nostrums "Opaline Suppositories." Analyzed by the federal chemists these suppositories were reported to be made essentially of a mixture of borax, alum and opium. The label bore, among other statements, these claims:

"The Famous Home Treatment for all forms of Female Weakness, including Falling of the Womb . . . Displacement . . . Unnatural Growths. . . ."

These claims the government officials declared to be false and fraudulent and made knowingly, recklessly and wantonly. Summers was fined $50 and costs.—[*Notice of Judgment No. 4407; issued Oct. 16, 1916.*]

Orange Blossom Female Suppositories—John A. McGill, Chicago, Illinois, has for years been selling a nostrum known as "Dr. Jno. A. McGill Orange Blossom Female Suppositories." Some of the claims that have been made for this nostrum are:

"A famous remedy for all female diseases."
"The famous Suppository is a Noble Remedy for the following diseases: Inflammation, Congestion and Falling of the Womb, Anteversion, Retroversion and Prolapsus, Dropsy of the Womb, Ulceration, Polypus, Tumors, Leucorrhea, Profuse and Difficult Menstruation, Ovarian Tumors, Fibroid Tumors, Inflammation and Congestion of the Ovaries, Cancers in their Earlier States. . . ."


ORANGE BLOSSOM
SUPPOSITORIES

PRIVATE OFFICES

DR. J. A. McGILL

ORANGE BLOSSOM SUPPOSITORIES
HEAVE POWDERS BLOOD PILLS
KIDNEY CURES
CANCER SALVE, PILE REMEDY
COUGH MEDICINE

CHICAGO, 356-14, 191

Wife of Postmaster or any married lady:-

Mo.

SPECIAL LIST OFFER

Dear Madam.

If you will send us a list of names of twenty married ladies, we will mail you one box of any of the Orange Blossom Suppository remedies for your trouble. Please give the names of any ladies you know to be suffering with female weakness. To the names thus obtained we will mail Orange Blossom Suppository circulars and a free sample, but your name will not be mentioned in any way without your permission.

Yours very respectfully,

Dr. J. A. McGill & Co. Not Inc.

Name | Post Office | County | State

To Druggists.

Nearly every druggist has learned by experience the value of a "MAILING LIST". Send us a list of the women who live in the vicinity of your place of business with their correct addresses, and we will send them attractive and interesting literature with your business card printed upon it. This will increase your business WITHOUT COST TO YOU. ALL "LIVE" DRUGGISTS DO IT.

DR. J. A. McGILL & CO., Not Incor.
Cor. 20th St. and Indiana Ave., CHICAGO.

Name. | Street Number. | City. | State.

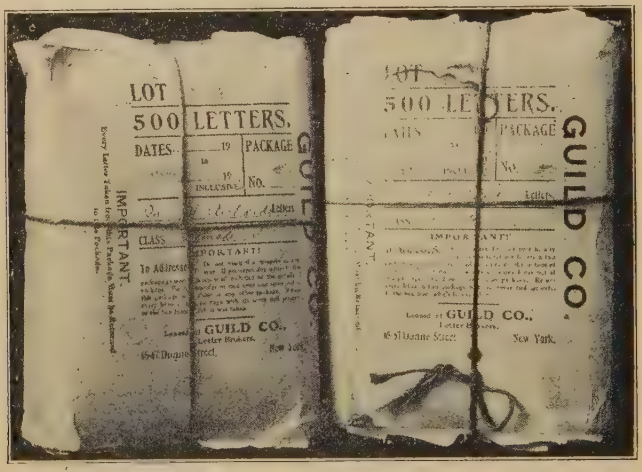
Two methods used by McGill to obtain a "sucker list": Letters sent to the wives of village postmasters and letters sent to druggists asking for the names of "married ladies" who are suffering from "female weakness."

The government chemists reported that analysis of the "Orange Blossom Female Suppositories" showed that they contained "free boric acid, aluminum salt, sulphate, potassium salt, sodium salt, starch and petrolatum [vaseline]." As such a mixture will not cure "Cancers in their Earlier States," "Falling of the Womb" or the various other conditions claimed by John A. McGill, the government declared these statements to be false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. McGill was fined $50 and costs.—[*Notice of Judgment No. 4360; issued Sept. 12, 1916.*]

Phen-ix Chemical Company.—Sold "An-ti-seps—a modern female remedy," "Stargrass Compound—Nature's tonic for women," "Phen-ix-ine Nerve Vitalizers" and "Earl's Kidney and Bladder Pills." The concern advertised in the classified columns of newspapers and by means of display advertisements. The claims were absurd.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Harriet M. Richards.—A name under which the Woman's Mutual Benefit Company of Joliet, Ill., reached its dupes. "Mrs. Richards" offered to send her "sister woman" a "fifty-cent box of Balm of Figs Compound" which "will

not cost her one cent." Women who wrote for the "free treatment" received a small cardboard box containing two vaginal suppositories and a stock letter urging her to use them. With the letter was the usual "scare" booklet describing the dire effects of the various sexual ailments to which women are subject and telling of the wonderful cures that "Balm of Figs" had effected in all diseases of this sort. A day or two after receiving the "free trial treatment," another stock letter came and with it a "regular size" box of Balm of Figs suppositories, for which two dollars was asked. This box cost two cents to mail, and, so far as we know, the company never sent those who refused to accept it the 2 cents necessary for its return. The value of the contents is evident.



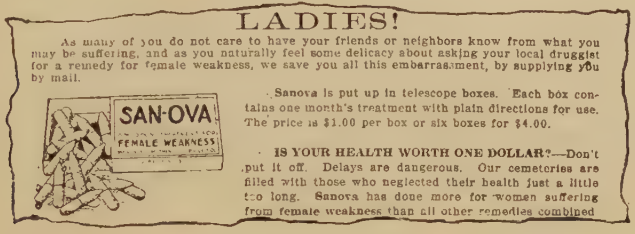
Mrs. Harriet M. Richards, which was the name under which the Woman's Mutual Benefit Co., Joliet, Ill., advertised, assured her victims "your letter will be treated strictly confidential." The photographic reproduction of two bundles of Harriet Richards' letters, that might be rented by anyone who was willing to pay $5 a thousand, shows how confidentially letters are treated. The company which makes a business of buying and selling letters of this sort claimed to have for rent more than 140,000 of the Harriet Richards letters.

A cursory examination of Balm of Figs was made in the Association's laboratory and the results indicated that the nostrum was a mixture of borax, alum and linseed oil made into a paste. If the recipient did not send the $2.00, she received at intervals "follow-up" letters of the usual type. As an additional inducement she was told that if the $2.00 were sent "one of our splendid fountain syringes" would be sent free. The concern also handled other "patent medicines," and, as a side-line, "sanitary belts," and "skirt supporters." While the Harriet Richards concern professed to keep "all correspondence of whatever nature" confidential and private, as a matter of fact thousands of letters that had been written to the concern were on sale at letter brokers.—(*From The Journal A. M. A., Oct. 4, 1913.*)

"Schade's Specific and Female Regulator."—In January, 1917, Erna D. Schade, who did business as Herman Schade, Chicago, shipped in interstate commerce, a quantity of "Schade's Specific and Female Regulator." In January, 1918, information in the case was filed against Schade by the federal authorities on the charge that the product was misbranded. The government chemists reported that the preparation was a water-alcohol solution containing chiefly sugar,

aromatics, essential oils, licorice, and bitter plant extractives. It contained 12.84 per cent. of alcohol by volume, but the label declared the presence of 45 per cent. of alcohol. The government authorities declared that the claims made for the preparation, to the effect that it was a remedy for retarded, suppressed, irregular, painful and imperfect menstruation, miscarriage, leukorrhea, "palpitation of the heart," ulceration of the womb, sore breasts, etc., and the further claim that it was a regulator of the "monthly courses," as well as a remedy for hysteria and falling of the womb, were false and fraudulent. In June, 1918, Erna D. Schade pleaded guilty and was fined $100 and costs.—[*Notice of Judgment No. 6422; issued Aug. 20, 1919.*]

Sanova Company.—Sanova was said to be a "famous specific" for "female weakness" and was put up in the form of vaginal suppositories. Under the caption "Why Men Desert Their Wives," the Sanova Company urged women


LADIES!
As many of you do not care to have your friends or neighbors know from what you may be suffering, and as you naturally feel some delicacy about asking your local druggist for a remedy for female weakness, we save you all this embarrassment, by supplying you by mail.
SAN-OVA
FEMALE WEAKNESS
Sanova is put up in telescope boxes. Each box contains one month's treatment with plain directions for use. The price is $1.00 per box or six boxes for $4.00.
IS YOUR HEALTH WORTH ONE DOLLAR?—Don't put it off. Delays are dangerous. Our cemeteries are filled with those who neglected their health just a little too long. Sanova has done more for women suffering from female weakness than all other remedies combined

to use their nostrum and thus "command the happiness and pleasures which all women are intended to enjoy." The concern sent out booklets of the "scare" type; it also sold other "patent medicines" as well as a "Ladies' Syringe." Worked the "free-trial treatment" dodge.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Dr. Southington Remedy Company—This concern published, in such newspapers as would accept them, advertisements to this effect:

"Ladies—$1,000 reward. I positively guarantee my great successful 'monthly' remedy. Safely relieves some of the longest, most obstinate abnormal cases in three to five days."

Those who wrote for information regarding this advertised abortifacient were sent a stock letter and a booklet telling of the wonderful results of taking

"Dr. Southington's Ergo-Kolo Female Compound for Women Only." The price of this "regulating compound" was $1.50 a package, "single strength," but the "double strength," which was recommended "for more obstinate cases," costs $2. Comment is superfluous.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Stella-Vitae.—"Star of Life" was put on the market by the Thacher Medicine Company, Chattanooga, Tenn., and sold as a cure for "female weakness;" of course, it contained alcohol—20 per cent. The claims made were such as to create in the minds of the purchasers the belief that it was an effective remedy for all female weaknesses and diseases; was a cure for leukorrhea and would correct all irregularities peculiar to women. The government declared these claims false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The company was fined $75 and costs.—[*Notice of Judgment No. 4389; issued Sept. 12, 1916.*]

Mrs. M. Summers.—Almost every one who has looked over cheap magazines and not-too-particular newspapers has seen the "Free to You—My Sister" advertisements put out under the name of Mrs. M. Summers, South Bend, Ind. Mrs. M. Summers was the name under which Vanderhoof & Co. exploited a mail-order "female-weakness cure." Like Mrs. Harriet M. Richards, Mrs. Summers offered to send a "free trial" of her "home treatment." Those who wrote for the "free treatment" received some "Opaline Suppositories" for vaginal use. After the Food and Drugs Act ("pure food law") went into effect, the Vanderhoof concern had to declare the presence of opium in its suppositories, each suppository containing 1⅔ grains of this drug. With the suppositories, "Mrs. Summers" sent a sample of her "Compound Antiseptic Powder for Ladies." This antiseptic powder was for the "cure," among other things, of "suppressed menstruation." From the testimonials regarding this powder we take the following, alleged to have been written by a married woman:

"I had not been unwell for four months before commencing your treatment, and after using it two weeks, I came around all right and have been regular ever since. . . ."

Also, Vanderhoof & Co. sold "Vigor of Life." This was said to be a marvelous cure for women who have lost the "personal magnetism" and other "attractive attributes" that go with a "thoroughly developed and strong nervous organism." It was also good, we were told, "for women whose nervous organism peculiar to the sex had never fully developed." "Vigor of Life supplies that which is" necessary to "make the marital relations harmonious and complete." Furthermore, this wonderful product "prevents the insidious approach of failing manhood"—all this for $1 a box.

Incidentally, "Mrs. Summers' Harmless Headache Powder" was declared misbranded under the federal Food and Drugs Act ("pure food law"). Instead of being harmless, the United States authorities declared that it was "in truth and in fact injurious to health." A plea of guilty was entered and a fine imposed.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Vis-Vitæ Medicine Company.—Sent a "free trial treatment" consisting of tablets for vaginal use. Used the follow-up system in keeping after its victim. It was a somewhat paltry piece of quackery.—(*From The Journal A. M. A., Oct. 4, 1913.*)

Vital Fire Remedy Company.—This was one of the names under which one Joseph H. Pilson conducted medical mail-order concerns from New York City and Jersey City, respectively. Pilson sold "Compound Pills of Tansy" which, according to a government report, he represented, in effect, would cause abortion in pregnant women. The government called on Pilson to show cause why a fraud order should not be issued against his concerns. In his answer to the government's charges Pilson declared that he never represented that his "Compound Pills of Tansy" would cause abortion. The government had in its possession, however, letters following a test correspondence, showing that Pilson was willing to furnish, for a consideration, pills for the purpose of causing abortion. It was further brought out in the government's case that in March, 1915, Pilson was convicted and sentenced to six months in the penitentiary on an indictment charging him with the fraudulent use of the mails. An appeal was taken and, nearly three years afterward (February, 1918) the

LADIES! Send 4 cents in stamps for our **Book on Woman and her troubles.** Should be in every home. **Worth many times its cost.**
VITAL FIRE REMEDY CO.
Dept. 5, 273 Washington St., Jersey City, N. J.

judgment of the lower court was affirmed and the conviction sustained. A fraud order was issued against the Vital Fire Remedy Company and Pilson's other concerns, March 29, 1918.—(*From "Female Weakness Cures" pamphlet, 1918.*)

Watkins' Female Remedy.—This product of the J. R. Watkins Co., Winona, Minn., was analyzed by the federal chemists who reported that it contained over 19 per cent. of alcohol and some vegetable extractives with laxative qualities. The statements on the label represented it as a remedy for all female complaints and diseases of women and as effective in the treatment of suppressed menstruation, falling of the womb and deranged monthly periods, as well as effective in the treatment of congestion of the ovaries and womb. These claims the federal authorities declared were false and fraudulent. On Dec. 15, 1916, the company was fined.—[*Notice of Judgment No. 5605; issued April 29, 1918.*]

Welch Medicine Co.—This concern seems to have had for its manager one Frank M. Welch. It was operated from Jacksonville, Fla., and Chula, Ga. Victims were obtained by means of such advertisements as this:

> "LADIES: Why worry each month! Take one of our tablets every night and never worry. Safe, harmless. Month's supply for 50 cents."

The Macon (Ga.) *Telegraph* for June 21, 1918, contained a news item to the effect that F. M. Welch of Chula had pleaded guilty to a charge of using the mails to defraud and had been sentenced to serve a year and a day in the Atlanta federal penitentiary. According to the newspaper report: "Welch operated a mail order business at Chula, Tift County, under the name of Welch Medicine Company, and the Chula Medicine Company. He had a long list, designated by him as his 'sucker list,' containing names of women to whom he sent advertising matter calling attention to 'Ladies' Tablets,' 'Dr. Welch's Cotton Root Pills,' and 'Dr. Welch's Special Cotton Root Pills.'"—(*From "Female Weakness Cures" pamphlet, 1918.*)

The Woman's Remedy Company.—Dr. Grace Feder Thompson, "Specialist to Women, Medical Director," was the stool-pigeon in charge of the Woman's Remedy Company, San Francisco. This was another of the W. M. Griffin quack mail-order concerns. The method of operation seemed to be identical with that of the Atlanta Remedy Company, described elsewhere, and the booklet it sent out was, with the exception of the first few pages, printed from the same plates. The booklet in this case was entitled "Woman's Health Book," said to be published by the Woman's Remedy Company, San Francisco, California. The Woman's Remedy Company sent to those who wrote for the "free trial treatment" a "full and complete course," for which $3.00 was asked. Those who did not swallow this bait received a series of follow-up letters, each one more insistent than its predecessor, urging that the money be sent. If these,

HEALTH FOR THE ASKING—WILL YOU ACCEPT?

OFFICIAL

HEALTH

FREE PROOF TREATMENT, ADVICE AND BOOK

CERTIFICATE

HONEST TREATMENT

EXPERT ADVICE

ISSUED BY

Woman's Remedy Company, San Francisco, Calif.

This Certificate, when returned to us with the application blank enclosed, will entitle the sender thereof to a FREE PROOF TREATMENT, MEDICAL ADVICE, and our 120 page Medical Book as provided in the letter sent herewith. It is distinctly understood that no charge whatever will be made, now or any other time, for the Treatment and Medical Services herein mentioned.

Witness the signature of our Medical Director. Dr. Grace Thompson

GOOD HEALTH BRINGS HAPPINESS TO ALL

Compare this so-called Health Certificate with that issued by the Atlanta Remedy Company (reproduced on another page). The two concerns were owned by the same man.

too, were unanswered, the concern came down in price, but did not send the 3 cents necessary for the return of the $3.00 treatment.—(*From Pamphlet of October, 1913.*)

[This concern was discontinued about the time the federal authorities investigated Griffin's medical mail-order concerns.]

Wrightsman's Sovereign Balm of Life.—D. B. Senger & Co. of Franklin Grove, Ill., was the name under which Ray W. and Frank H. Senger did business selling "Dr. Wrightsman's Sovereign Balm of Life." The federal chemists reported that in addition to over 8 per cent. alcohol, the preparation contained drug extractive carrying a faint trace of alkaloids, tannin, a resin (bearberry indicated) and glycerin. It was claimed that the stuff would cure displacements of the uterus, morning sickness in pregnancy, varicose veins and suppressed or profuse menstruation, as well as prevent miscarriage and lessen the shock of childbirth. These claims were, of course, declared false and fraudulent. The two Sengers were fined $25 and costs.—[*Notice of Judgment No. 4438; issued Oct. 16, 1916.*]

NOSTRUMS FOR KIDNEY DISEASE AND DIABETES

Nostrums for kidney disease and diabetes are grouped together, not because there is any essential relation between diabetes and kidney disease, but because the average quack makes no distinction between the two conditions and recommends his nostrum indiscriminately for both.

In kidney disease it is usually found that the kidney structure has undergone destructive changes of a degree depending on the severity and length of time the disease has been in progress. When such changes have taken place it is obvious that nothing can replace the structures that have been destroyed any more than giving a pill to a man who has lost his arm will make a new arm grow. This does not mean that kidney disease is incurable. Its ravages may be checked in many cases if properly and early treated. Careful attention to diet and hygiene are the important elements of treatment. Occasionally it is necessary to give the patient some drugs in connection with the treatment, but they have to be given with great care and with a full appreciation of the patient's condition; otherwise they may do more harm than good. The popular idea that every pain in the lower part of the back means kidney disease has been kept alive by the "kidney cure" fakers. Broadly speaking there is, as a matter of fact, little, if any, relationship between a pain in the lumbar region and diseases of the kidney and, as a rule, there is no pain connected with kidney disease except in its last stages.

Diabetes is not a disease of the kidney, although it is popularly misconceived to be. Diabetes is a disease of metabolism whose causes are little understood, although intelligent dietetic and hygienic treatment, when applied early, may result in arresting the disease. In diabetes the body has lost its power properly to assimilate the carbohydrates (starches, sugars, etc.) and, as a result, a large amount of sugar (glucose) is thrown into the blood-stream. This, because it acts as a foreign substance, the body attempts to filter from the blood through the kidneys and as a result sugar appears in the urine. The sugar in the urine, however, is solely a symptom and, in itself, has nothing whatever to do with the disease, although the amount of sugar that appears in the urine may, when considered in connection with the total amount of urine passed, be a valuable index to the success of the treatment.

It is not unusual for diabetics to attempt to estimate roughly the amount of sugar they are excreting by testing with a urinometer, the specific gravity of the urine passed. Such patients seldom, if ever, measure the total amount of urine passed in the full twenty-four hours and, as a result, the figures they obtain are misleading. It is obvious that, if the *amount of urine* passed in twenty-four hours is increased while the *amount of sugar* excreted remains the same, any given specimen of urine will have less sugar in it, and the patient will be led

to believe that the sugar excretion is diminished. For instance, if a diabetic has been excreting one ounce of glucose (sugar) daily with a total excretion during the same period of three quarts of urine, it is evident that if the amount of urine passed is increased to six quarts daily, any given specimen will contain only one-half the amount of glucose previously found. This fact is taken advantage of by quacks and most nostrums for diabetics are diuretics, that is, drugs that increase the quantity of urine. This is a particularly vicious treatment because the kidneys are already irritated by the tax that is put on them in excreting sugar. The further irritation of the already weakened kidney structure may result in adding a nephritis (kidney inflammation) to the diabetes already present.

Drugs alone will cure neither kidney disease nor diabetes. The harm that may be done the weakened and diseased system by the powerful drugs frequently sold as cures for kidney disease and diabetes is not the only element of danger in the use of these nostrums. Equally dangerous to the patient is the belief engendered by the quacks that the drug is the important element in the treatment. Most of us are still firmly wedded to the old fallacy that any disease can be cured by taking something out of a bottle three or four times a day. In kidney disease and diabetes hygienic and dietetic measures are the essentials of treatment, although the physician may occasionally give drugs to meet certain complications as they arise. While dietetic and hygienic treatment, if intelligently persisted in, will frequently result in the arrest of the disease, such treatment means a certain amount of discomfort to the patient, a breaking of old habits, a readjustment of one's life. Then comes the "patent medicine" faker who blatantly declares: "My remedy cures kidney disease and diabetes!" It is not to be wondered at that the patient, easily convinced because the wish is father to the thought, argues: Why should I subject myself to the discomforts of a rigorous diet and a change in my mode of living when I can be cured by taking "Dr. Quack's Kidney and Diabetes Cure"?

There are certain broad principles which should govern the "patent medicine" business. One of these is that there is no moral or economic excuse for the sale of home remedies that are recommended for diseases that are far too serious to be self-treated. Diabetes and kidney disease are two such diseases. Every "patent medicine" sold for the cure of these diseases is potentially dangerous and inherently vicious.

BAD-EM SALZ

This preparation, made by the American Laboratories, Philadelphia, was analyzed by the federal chemists, who reported that the preparation "consists of common salt, Glauber salt, baking soda, and a small amount of tartaric acid. The following statements appeared on the trade package:

This Powder reproduces the medical properties of the great European Springs famous for centuries for the cure of diseases of the stomach, intestines, liver, kidneys, or bladder.

This Powder represents the medicinal agents obtained by evaporating the water from the famous European Springs.

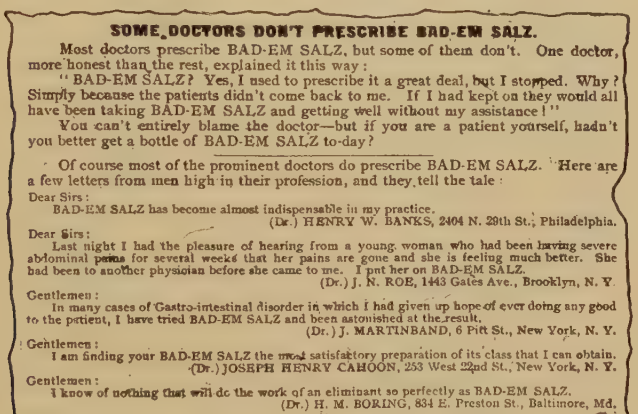
These claims were declared false and misleading by the federal authorities because "in truth and in fact, said article did not reproduce the medical properties of the Great European Springs," etc.; and, furthermore, "was not composed of salts or substances derived from the waters of the springs at Ems, Germany, but was an artificial preparation consisting essentially of common salt, Glauber salt, baking soda and tartaric acid." In addition, the following therapeutic claims were made for the preparation:

". . . dissolves Gall Stones and Gravel in the kidneys or bladder."

"Gastritis . . . can be 'headed off' by a dose of Bad-Em Salz at bedtime and again the next morning."

"Diabetes . . . yields to diet and Bad-Em Salz."

These claims and various others of a similar nature were declared by the federal officials to be "false and fraudulent" and made "in reckless and wanton disregard of their truth or falsity." The American Laboratories, in its answer



SOME DOCTORS DON'T PRESCRIBE BAD-EM SALZ.

Most doctors prescribe BAD-EM SALZ, but some of them don't. One doctor, more honest than the rest, explained it this way:

"BAD-EM SALZ? Yes, I used to prescribe it a great deal, but I stopped. Why? Simply because the patients didn't come back to me. If I had kept on they would all have been taking BAD-EM SALZ and getting well without my assistance!"

You can't entirely blame the doctor—but if you are a patient yourself, hadn't you better get a bottle of BAD-EM SALZ to-day?

Of course most of the prominent doctors do prescribe BAD-EM SALZ. Here are a few letters from men high in their profession, and they tell the tale:

Dear Sirs:
BAD-EM SALZ has become almost indispensable in my practice.
(Dr.) HENRY W. BANKS, 2404 N. 29th St., Philadelphia.

Dear Sirs:
Last night I had the pleasure of hearing from a young woman who had been having severe abdominal pains for several weeks that her pains are gone and she is feeling much better. She had been to another physician before she came to me. I put her on BAD-EM SALZ.
(Dr.) J. N. ROE, 1443 Gates Ave., Brooklyn, N. Y.

Gentlemen:
In many cases of Gastro-intestinal disorder in which I had given up hope of ever doing any good to the patient, I have tried BAD-EM SALZ and been astonished at the result.
(Dr.) J. MARTINBAND, 6 Pitt St., New York, N. Y.

Gentlemen:
I am finding your BAD-EM SALZ the most satisfactory preparation of its class that I can obtain.
(Dr.) JOSEPH HENRY CAHOON, 253 West 22nd St., New York, N. Y.

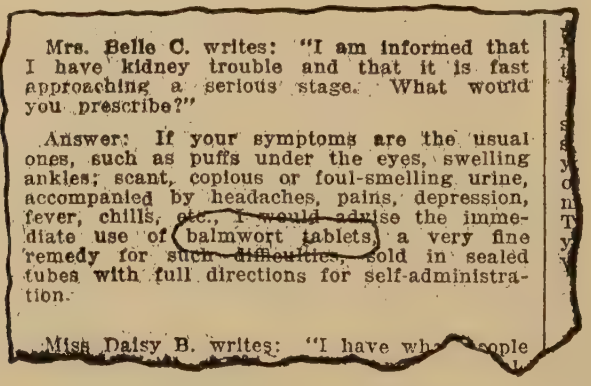
Gentlemen:
I know of nothing that will do the work of an eliminant so perfectly as BAD-EM SALZ.
(Dr.) H. M. BORING, 834 E. Preston St., Baltimore, Md.

A specimen of the Bad-Em Salz advertising. The exploiters of this nostrum when charged with making fraudulent claims for their product attacked the constitutionality of the Food and Drugs Act!

to the government's charges, declared that that part of the federal Food and Drugs Act—the Sherley Amendment—which prohibits false and fraudulent claims for curative effect was "contrary to the Constitution of the United States of America." The jury before whom the case was tried declared the company guilty on both counts: the first count, that charging the company with falsehood and with making misleading statements, and the second, charging the company with falsehood and fraud. After the verdict of guilty had been returned, the company made a motion in arrest of judgment and for a new trial. These motions were both denied by the court, and the company was fined $100.—[*Notice of Judgment No. 3962; issued Oct. 21, 1915.*]

BALMWORT

"Compound Fluid Balmwort" is one of the numerous nostrums sold by the Blackburn Products Company of Dayton, Ohio. This concern advertises by the "fake-prescription" method. One "Dr. Lewis Baker" purports to give answers to alleged inquiries regarding various conditions. These "answers" appear in what the public may easily believe to be a "Health Department" in certain newspapers under the title "The Doctor's Advice." Each "answer" recommends one or more "patent medicines" sold by the Blackburn Products Company either alone or in combination with official drugs. "Compound Fluid Balmwort" is recommended for "kidney disease." The stuff contains 16 per cent. alcohol and the company recommends that 1 ounce of the Balmwort be mixed with 2 ounces of compound syrup of sarsaparilla and 2 ounces of gin. Gin contains 50 per cent. alcohol. According to the state chemists of North Dakota, in addition to the 16 per cent. alcohol, Balmwort also contains dextrin and 32.5 per cent. potassium acetate.



Mrs. Belle C. writes: "I am informed that I have kidney trouble and that it is fast approaching a serious stage. What would you prescribe?"

Answer: If your symptoms are the usual ones, such as puffs under the eyes, swelling ankles; scant, copious or foul-smelling urine, accompanied by headaches, pains, depression, fever, chills, etc., I would advise the immediate use of balmwort tablets, a very fine remedy for such difficulties, sold in sealed tubes with full directions for self-administration.

Miss Daisy B. writes: "I have wh[illegible]ople

A typical "Balmwort" advertisement.

"Balmwort Tablets" are also sold by the Blackburn Products Company and advertised by the same method used in advertising the "Compound Fluid Balmwort" except that in advertising the tablets they warn those afflicted with kidney disease to avoid the use of alcohol! According to the label each Balmwort Tablet contains 1/25 of a grain of the extract of belladonna leaves together with unspecified amounts of extracts of corn silk, triticum, buchu and lupulin together with boric acid. The public is urged to use Balmwort Tablets if too much urine is secreted or if not sufficient is secreted; if the urine is passed too frequently or not frequently enough; when the urine has too much color and when it has too little. The classic falsehood of the quacks that pain in the back indicates kidney disease is reiterated.—(*From pamphlet, "Nostrums for Kidney Diseases," 1917.*)

DOAN'S KIDNEY PILLS

"Doan's Kidney Pills" or "Doan's Backache Kidney Pills" have been analyzed at various times. The chemists for the British Medical Association reported that their analysis "showed them to contain oil of juniper and (in spite of their 'purely vegetable' nature) potassium nitrate, together with a considerable

proportion of a resinous substance, and of powdered fenugreek seeds and wheat and maize [corn] starches." According to the same authority the following formula gave a similar pill:

Oil of juniper	1 drop
Hemlock pitch	10 gr.
Potassium nitrate	5 gr.
Powdered fenugreek	17 gr.
Wheat flour	4 gr.
Corn starch	2 gr.

In twenty pills.

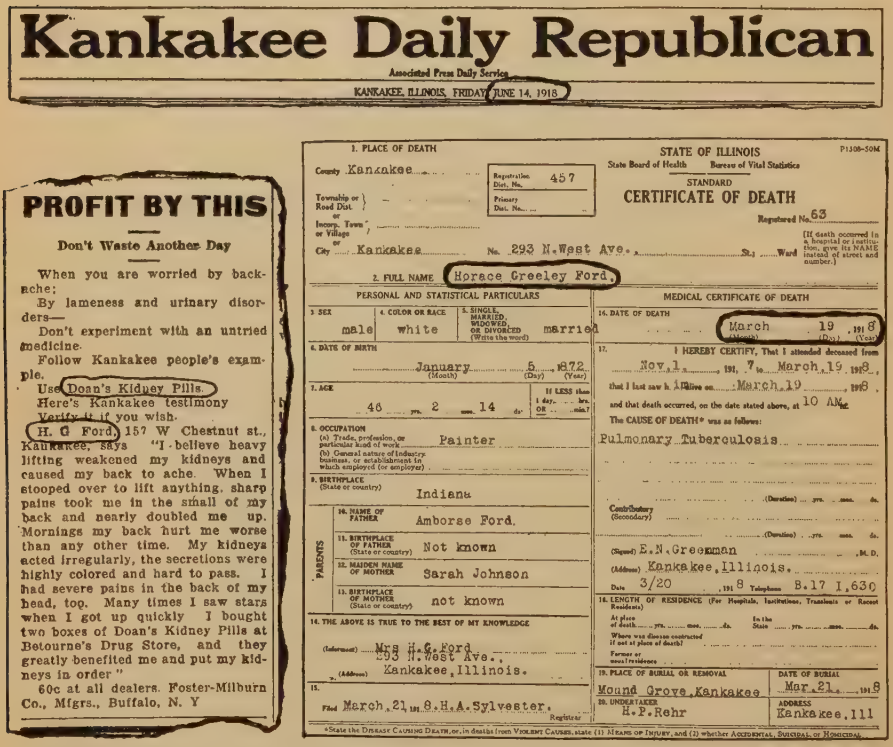
FEBRUARY 16, 1916
THE ALL DEMAND IT
Hailey, Like Every City and Town in the Union, Receives It
People with kidney ills want to be cured When one suffers the tortures of an aching back, relief is eagerly sought for There are many remedies today that relieve, but not permanently Doan's Kidney Pills have brought lasting results to thousands. Here is proof of merit from this vicinity.
Mrs I T Fitzwater, Mountain Home Idaho, says I had suffered for a long time from dull, rheumatic pains in my back and I could hardly get any rest day or night I couldn't lie in any position long and I became weak and had dizzy spells My kidneys did not act as they should Doan's Kidney Pills put me on my feet in a short time They removed the pains, regulated the action of my kidneys and improved my health Since then I have never had any serious kidney trouble and my health has been splendid
Price 50c at all dealers Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs Fitzwater had Foster-Milburn Co Props, Buffalo, N. Y.

The testimonial of Mrs. I. T. (Amelia Garlitz) Fitzwater recording how her "health has been splendid" since using Doan's Kidney Pills was doubtless written in perfect good faith. It appeared in a local newspaper—the *Wood River Times*—on Feb. 16, 1916. The death certificate shows that Mrs. Fitzwater had been buried just one month when the testimonial was printed.

The state chemists of Connecticut also have reported on this nostrum and declared that "the active ingredients of the pills appear to be potassium nitrate (saltpeter), pitch and possibly a trace of oil of juniper and other unidentified organic drugs."

One of the methods by which Doan's Kidney Pills are advertised is that of publishing testimonials in country newspapers, the testimonials in question

having been given by those living in the locality in which the paper is published. Sometimes these testimonials prove boomerangs. For instance, the Blackwell (Okla.) *News* for August 24, 1911, contained a Doan's Kidney Pills advertisement consisting of a testimonial of one Mrs. Charles Butcher of Blackwell who testified that she had been suffering from kidney trouble; had taken Doan's Kidney Pills "and it really seemed marvelous how promptly they brought me relief." As a matter of fact, Mrs. Charles Butcher was dead and buried nearly two months before the advertisement appeared; and she died of kidney disease!



Kankakee Daily Republican

Associated Press Daily Service

KANKAKEE, ILLINOIS, FRIDAY, JUNE 14, 1918

PROFIT BY THIS

Don't Waste Another Day

When you are worried by backache;
By lameness and urinary disorders—
Don't experiment with an untried medicine.
Follow Kankakee people's example.
Use Doan's Kidney Pills.
Here's Kankakee testimony
Verify it if you wish.

H. C. Ford, 157 W Chestnut st., Kankakee, says "I believe heavy lifting weakened my kidneys and caused my back to ache. When I stooped over to lift anything, sharp pains took me in the small of my back and nearly doubled me up. Mornings my back hurt me worse than any other time. My kidneys acted irregularly, the secretions were highly colored and hard to pass. I had severe pains in the back of my head, too. Many times I saw stars when I got up quickly. I bought two boxes of Doan's Kidney Pills at Betourne's Drug Store, and they greatly benefited me and put my kidneys in order."

60c at all dealers. Foster-Milburn Co., Mfgrs., Buffalo, N. Y

1. PLACE OF DEATH
County Kankakee
Registration Dist. No. 457
Primary Dist. No.
Township or Road Dist. or Incorp. Town or Village or City Kankakee
No. 293 N. West Ave.
(If death occurred in a hospital or institution, give its NAME instead of street and number.)

STATE OF ILLINOIS
State Board of Health — Bureau of Vital Statistics
STANDARD
CERTIFICATE OF DEATH
Registered No. 63

2. FULL NAME Horace Greeley Ford.

PERSONAL AND STATISTICAL PARTICULARS

3. SEX: male
4. COLOR OR RACE: white
5. SINGLE, MARRIED, WIDOWED, OR DIVORCED (Write the word): married
6. DATE OF BIRTH: January 5 1872 (Month) (Day) (Year)
7. AGE: 46 yrs. 2 mos. 14 ds. If LESS than 1 day, ... hrs. OR ... min.?
8. OCCUPATION (a) Trade, profession, or particular kind of work: Painter (b) General nature of industry, business, or establishment in which employed (or employer):
9. BIRTHPLACE (State or country): Indiana
PARENTS
10. NAME OF FATHER: Amborse Ford.
11. BIRTHPLACE OF FATHER (State or country): Not known
12. MAIDEN NAME OF MOTHER: Sarah Johnson
13. BIRTHPLACE OF MOTHER (State or country): not known
14. THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE
(Informant) Mrs H. C. Ford
253 N. West Ave.
(Address) Kankakee, Illinois.
15. Filed March 21, 1918. H. A. Sylvester, Register

MEDICAL CERTIFICATE OF DEATH

16. DATE OF DEATH: March 19 1918 (Month) (Day) (Year)
17. I HEREBY CERTIFY, That I attended deceased from Nov. 1, 1917, to March 19, 1918, that I last saw h. alive on March 19, 1918, and that death occurred, on the date stated above, at 10 AM.
The CAUSE OF DEATH* was as follows:
Pulmonary Tuberculosis
(Duration) yrs. mos. ds.
Contributory (Secondary)
(Duration) yrs. mos. ds.
(Signed) E. N. Greenman M. D.
(Address) Kankakee, Illinois.
Date 3/20 1918 Telephone B. 17 I, 630
16. LENGTH OF RESIDENCE (For Hospitals, Institutions, Transients or Recent Residents)
At place of death yrs. mos. ds. In the State yrs. mos. ds.
Where was disease contracted if not at place of death?
Former or usual residence
19. PLACE OF BURIAL OR REMOVAL: Mound Grove, Kankakee
DATE OF BURIAL: Mar. 21, 1918
20. UNDERTAKER: H. P. Rehr
ADDRESS: Kankakee, Ill

*State the DISEASE CAUSING DEATH, or, in deaths from VIOLENT CAUSES, state (1) MEANS OF INJURY, and (2) whether ACCIDENTAL, SUICIDAL, or HOMICIDAL.

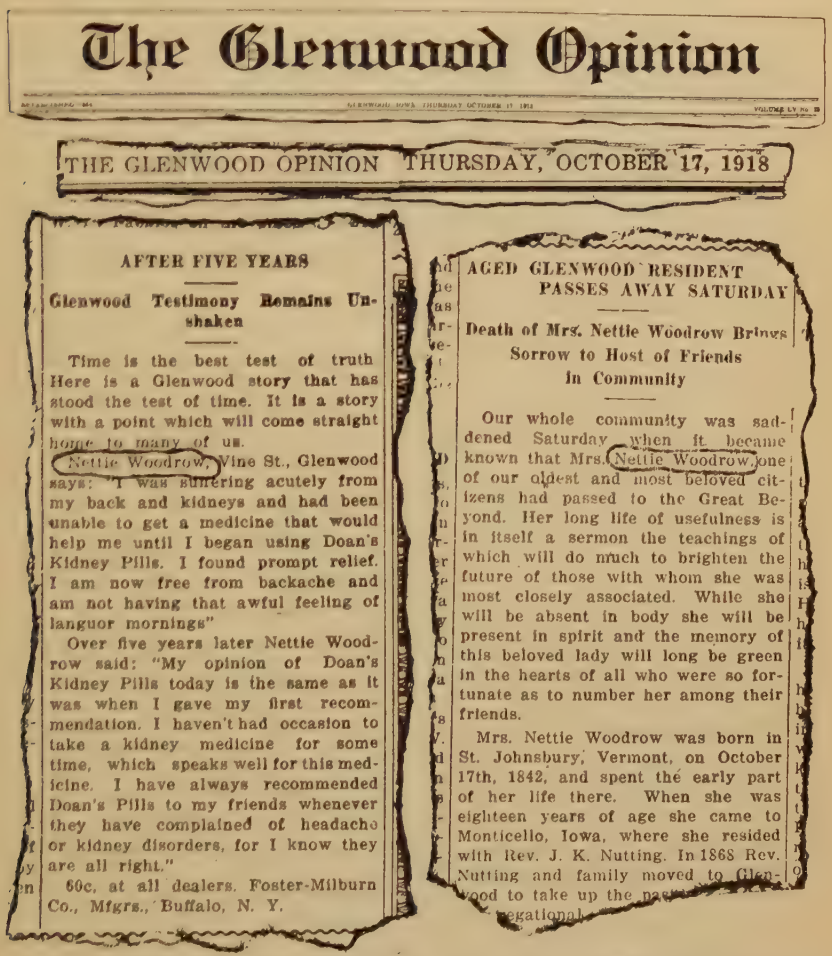
Mr. Ford's testimonial for Doan's Kidney Pills appeared in a Kankakee paper, June 14, 1918—nearly three months after he was dead and buried! "Follow Kankakee people's example. Use Doan's Kidney Pills," says the advertisement.

In another instance the Hailey (Ida.) *Wood River Daily Times* in its issue for February 16, 1916, contained a Doan's Kidney Pills advertisement. It also was of the local testimonial type. In it Mrs. I. T. (Amelia Garlitz) Fitzwater of Mountain Home, Idaho, told the people of that locality that she had taken Doan's Kidney Pills because her "kidneys did not act as they should." But let her tell the story:

"Doan's Kidney Pills put me on my feet in a short time. They removed the pains, regulated the action of my kidneys and improved my health. Since then I have never had any serious kidney trouble and my health has been splendid."

This, it is to be remembered, was published February 16, 1916. The facts were that Mrs. I. T. (Amelia Garlitz) Fitzwater was buried just one month to the day before the advertisement appeared!

Under present economic conditions there is a very proper place for simple home remedies for the self treatment of the simpler ailments. There is, however, no place for alleged cures for the self-treatment of such dangerous conditions as diseases of the kidney. Especially is such business to be deprecated when the preparations sold are those whose composition is unknown to the



The Glenwood Opinion

GLENWOOD, IOWA, THURSDAY OCTOBER 17, 1918 VOLUME LV, No. 29

THE GLENWOOD OPINION THURSDAY, OCTOBER 17, 1918

AFTER FIVE YEARS

Glenwood Testimony Remains Unshaken

Time is the best test of truth Here is a Glenwood story that has stood the test of time. It is a story with a point which will come straight home to many of us.

Nettie Woodrow, Vine St., Glenwood says: "I was suffering acutely from my back and kidneys and had been unable to get a medicine that would help me until I began using Doan's Kidney Pills. I found prompt relief. I am now free from backache and am not having that awful feeling of languor mornings"

Over five years later Nettie Woodrow said: "My opinion of Doan's Kidney Pills today is the same as it was when I gave my first recommendation. I haven't had occasion to take a kidney medicine for some time, which speaks well for this medicine. I have always recommended Doan's Pills to my friends whenever they have complained of headache or kidney disorders, for I know they are all right."

60c, at all dealers. Foster-Milburn Co., Mfgrs., Buffalo, N. Y.

AGED GLENWOOD RESIDENT PASSES AWAY SATURDAY

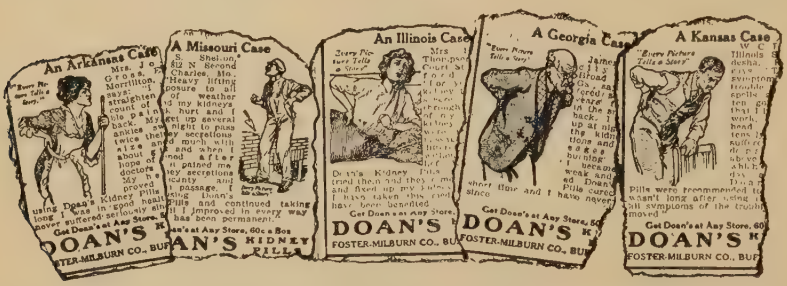
Death of Mrs. Nettie Woodrow Brings Sorrow to Host of Friends in Community

Our whole community was saddened Saturday when it became known that Mrs. Nettie Woodrow, one of our oldest and most beloved citizens had passed to the Great Beyond. Her long life of usefulness is in itself a sermon the teachings of which will do much to brighten the future of those with whom she was most closely associated. While she will be absent in body she will be present in spirit and the memory of this beloved lady will long be green in the hearts of all who were so fortunate as to number her among their friends.

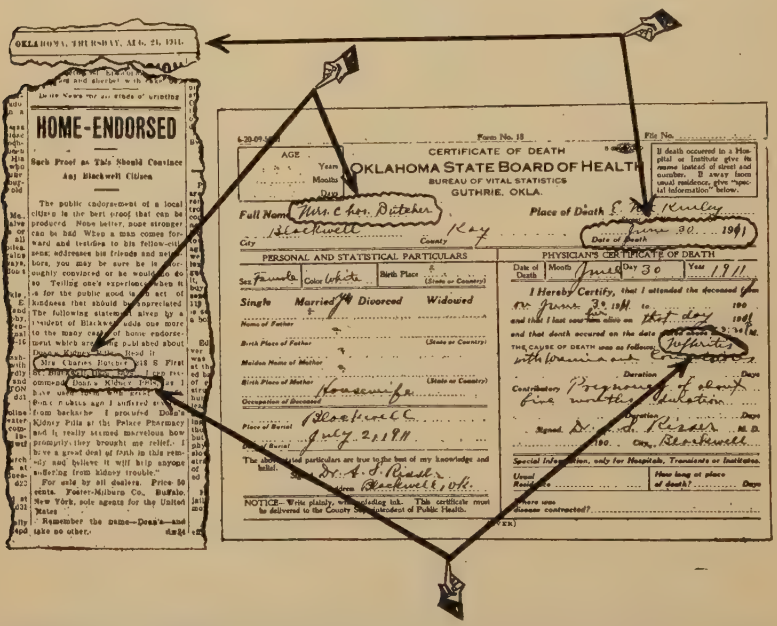
Mrs. Nettie Woodrow was born in St. Johnsbury, Vermont, on October 17th, 1842, and spent the early part of her life there. When she was eighteen years of age she came to Monticello, Iowa, where she resided with Rev. J. K. Nutting. In 1868 Rev. Nutting and family moved to Glenwood to take up the pas[illegible] congregational

"Here is a Glenwood Story" says a Doan's Kidney Pills advertisement, "with a point which will come straight home to many of us." How true! The advertisement appeared in the Glenwood (Ia.) *Opinion* of Oct. 17, 1918, relative to Nettie Woodrow's use of Doan's Kidney Pills. On another page of the same issue was an obituary notice of Nettie Woodrow. As the Doan's advertisement sagely remarks: "Time is the best test of truth." THE JOURNAL has, at various times, published unfortunate coincidences similar to the one above. Doubtless it could publish more, did the Doan's concern not instruct newspapers which carry its advertising to return advertising "copy" containing testimonials of local people who have died!

ones taking them, and contain, in addition, drugs that are irritant to the kidneys. Most "patent medicines" of this type are sold under the claim, either direct or implied, that they will cure diseases of the kidney. They will do nothing of the sort. If the products contain irritant drugs they may do a very definite damage



to the persons taking them. If, on the other hand, they are innocuous, then any person suffering from serious kidney disease wastes vitally valuable time in using them.


HOME-ENDORSED
Such Proof as This Should Convince Any Blackwell Citizen
CERTIFICATE OF DEATH
OKLAHOMA STATE BOARD OF HEALTH
BUREAU OF VITAL STATISTICS
GUTHRIE, OKLA.
Full Name Mrs. Chas. Butcher
Place of Death Blackwell
PERSONAL AND STATISTICAL PARTICULARS
PHYSICIAN'S CERTIFICATE OF DEATH
I Hereby Certify, that I attended the deceased from June 28 1911 to June 30 1911
and that I last saw her alive on June 30 1911
and that death occurred on the date stated above at 2:30 P.M.
THE CAUSE OF DEATH was as follows: Influenza
with Pneumonia
Contributory Pregnancy, Puerperal
Fibroid Tumor Metritis
Signed Dr. A. J. Chesser M. D.
Blackwell, Okla.

Photographic reproduction (greatly reduced) of a Doan's Kidney Pills advertisement that appeared in the Blackwell (Okla.) *News*, August 24, 1911, and a certified copy of the death certificate of Mrs. Charles Butcher, Blackwell, Okla. The advertisement contains a testimonial by Mrs. Charles Butcher, testifying to the value of Doan's Kidney Pills. The death certificate shows that Mrs. Butcher succumbed to kidney disease two months before her testimonial was published.

The obvious intent of the Doan's Kidney Pills advertisements is to lead the public to believe that a pain in the lower part of the back indicates kidney dis-

ease. It indicates nothing of the kind. Doan's Kidney Pills never cured and never can cure a case of kidney disease. Potassium nitrate, which chemists have reported as one of the ingredients of the Doan's nostrum, is a powerful irritant to the kidneys and may cause the most serious damage to kidneys that are already diseased.

THE NASHUA REPORTER
AND WEEKLY NASHUA POST
VOL. XXVI No. 20 NASHUA, IOWA, THURSDAY FEBRUARY 13, 1919 Subscription, $1.50 Per Year, in Advance

NASHUA MAN'S LUCKY FIND.

Will Interest Readers of the Nashua Reporter.

Those having the misfortune to suffer from backache, urinary disorders, gravel, dropsical swellings, rheumatic pains, or other kidney and bladder disorders will read with gratification this encouraging statement by a Nashua man.

W. A. Moon, retired hotel prop., Depot St., says: "I have used Doan's Kidney Pills off and on for the last seven years. When I have taken cold it has seemed to settle in my kidneys and made my back ache. I have been hardly able to get dressed mornings, because sharp pains have caught me in the small of my back. My kidneys have acted too frequently and the kidney secretions have been highly colored. I have always used Doan's Kidney Pills, procured at the Red Cross Drug Store, at those times and have received excellent results.

Mr. Moon is only one of many Nashua people who have gratefully endorsed Doan's Kidney Pills. If your back aches, if your kidneys bother you, don't simply ask for a kidney remedy, ask distinctly for DOAN'S KIDNEY PILLS, the same that Mr. Moon had, the remedy backed by home testimony. 60 cents at all stores. Foster-Milburn Co., Props. Buffalo, N. Y. "When your back is lame—remember the name."

a grateful nation.

W. A. Moon Passes Away

Our venerable townsman Mr. W. A. Moon, who had been in failing health for many months, passed away at his home Tuesday evening about 9:20. Mr. Moon passed his 83d birthday in December. He was for many years engaged in the hotel business in Nashua and was a veteran of the Civil war. A more extended account of his life will be published next week. At the time of going to press arrangements for the funeral had not been completed.

Two clippings from the *Nashua Reporter* of Feb. 13, 1919. The Doan's Kidney Pills advertisement opines that Nashua citizens "will read with gratification" the "encouraging statement" of Mr. W. A. Moon. The encouragement will doubtless be tempered by the information given on another page of the same paper showing that Mr. Moon had been dead two days when his testimonial appeared.

EXPURGO (SANOL) ANTI-DIABETES

Expurgo Anti-Diabetes is such an evident nostrum that one would imagine that even intelligent laymen could not be deceived by it. Nevertheless medical journals both in the United States and Canada have accepted advertisements for this preparation and physicians—of a certain type—have been found to give

testimonials for it. The medical profession is circularized widely by the concern and "write-ups" have appeared in pseudo-medical journals. Some of the claims made for Expurgo Anti-Diabetes are:

"The only positive cure for Diabetes."
"It never fails to effect a Cure in every case of this disease, in whatever form it may present itself provided the patient has not reached the last stages of the malady."
"Expurgo Anti-Diabetes is the New Cure for this deadly affliction."
"Diabetes is certainly curable by our new discovery—Expurgo Anti-Diabetes, provided that the course of the disease has not progressed to the extent that the vital organs are irreparably damaged."
". . . thanks to the discovery of Expurgo Anti-Diabetes, the cure of this dread disease is no longer a matter of doubt."
"With the exception of very advanced cases of Diabetes . . . all diabetes can be cured by Expurgo Anti-Diabetes."

Such claims one would imagine would be more than sufficient to make plain, even to the most uncritical, the evident character of Expurgo Anti-Diabetes.

The *Army and Navy Medical Record,* shown in THE JOURNAL recently as a journalistic humbug, contained an editorial puff of Expurgo Anti-Diabetes. The fact that the Expurgo Company reprints the "editorial" from the *Army and Navy Medical Record* as a "voluntary and unsolicited reference" and distributes it among physicians, indicates how rotten are the props on which this product's reputation rests.

Another alleged "voluntary and unsolicited reference" used by the Expurgo Company, is taken from the *Therapeutic Record* of Louisville, Kentucky. The advertising pages of the Therapeutic Record reek with nostrums and it has more than once given editorial endorsement to some of the preparations it advertises. The following enlightening letter is alleged to have been written by the editor of the *Therapeutic Record* to the Expurgo Company in February, 1913:

Gentlemen:—Your favor of February 14th came duly to hand. Let me advise you to pay no earthly attention to the proceedings of the Medical Society where your product was criticized. These people exert no influence with the practical up-to-date element of the profession and are doing you as they do others. Never *fear—you will succeed—your remedy is all right. No man can talk down a meritorious product. I stand ready to help you in any way at any time.*

With sincere regards, I am,

ROBERT C. KENNER, M.D.
Editor, the *Therapeutic Record.*

This, it will be noted, was written in February. Soon thereafter the *Therapeutic Record* was carrying the Expurgo advertisement, and the June, 1913, issue contained a puff on Expurgo, entitled "A Contribution to the Medical Treatment of Diabetes."

THE ALLEGED FORMULA

The formula for this nostrum is never published, although in some of the advertising matter it is claimed that it is "at the disposal of physicians." A physician wrote to the Expurgo Manufacturing Company, asking for the formula. He was told that the preparation was "exclusively derived from the vegetable kingdom," from which one may recognize a family likeness to the stuff put out by the immortal Lydia Pinkham. Further, to copy the letter exactly:

"The ingredients of which Antidiabetes is composed are chiefly:
"fructus syzigii jambulani
"cortex syzigii jambulani
"flores Rosmarini
"fructus Anisi stellati
"Extr. fl. Colæ
"Extr. fl. Condurango
"Extr. fl. Chinæ spir. spiss.
"Extr. fl. Calami
"Extr. fl. Gentianæ."

The recipient of this non-committal and uninforming "formula" again wrote the Expurgo Manufacturing Company, asking for quantities. Evidently this nostrum concern considered such a request a piece of impertinent inquisitiveness, for it replied to the physician in these terms, given *verbatim et literatim:*

"*Dear Sir:*—Yours of the 16th duly to hand. We note that you state '. . . I do not like to be working in the dark, and you can readily see that this is the case unless I know how much of each ingredient I am giving. . . .'

"In your letter of the 6th you asked for the composition, which you promptly received. We would like to state that we are dealing with about 600 Doctors. Some of them asked for the formula, which they received. These are all very conscientious gentlemen and none of them ever pretended 'to work in the dark.' You know furthermore that none of these ingredients is harmful in any way and yet 'work in the dark.' You know that if there were any harmful ingredients in our preparations, we would expose ourselves to imprisonment. If you are so anxious to know all about it, why do you not analyze our medicine? This would enlighten you in your 'perfect darkness.' If you want to deprive your patients and yourself of the indisputable good of our preparations, simply do not prescribe them. Why finally do you not write to the Doctors whose names we gave, who know enough to be able to enlighten those who need it.

Truly yours,

THE EXPURGO MFG. CO.,
C. M. v. Amerongen, Manager.

DIABETES

ITS CAUSES AND CURE

BY A GERMAN SPECIALIST

A New DIABETES Therapy that has already proved itself, after many Practical Tests, to be a thoroughly efficacious Remedy in the treatment of DIABETES (Mellitus).

Expurgo Anti-Diabetes

Is the New Cure for this deadly affliction. It is perfectly harmless to the organic system, and contains no poisonous or injurious ingredients whatever. It never fails to effect a Cure in every case of this disease, in whatever form it may present itself, provided the patient has not reached the last stages of the malady.

Part of one page of a circular sent out by the exploiters of "Expurgo Anti Diabetes" ("Sanol").

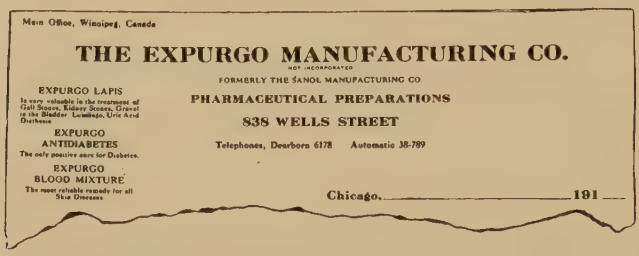
More than a year ago, a Wisconsin physician, himself a sufferer from diabetes, wrote THE JOURNAL that for three months he had been using Expurgo Anti-Diabetes which the Expurgo people had sent him. He declared that the nostrum had greatly reduced the percentage of sugar in his urine. In its reply, THE JOURNAL asked him whether, in testing his urine, he had used portions of twenty-four hour specimens or merely individual specimens. His attention was called to the fact that most of the nostrums for diabetes are diuretics which, by

increasing the amount of urine passed, give an apparent decrease in the amount of sugar excreted. A few days later, the physician wrote again, stating that he had committed the very error THE JOURNAL had suspected, and reporting that an examination of a twenty-four-hour specimen showed that the glucose-excretion, instead of being diminished actually increased. This matter was referred to editorially in THE JOURNAL, Nov. 9, 1912, under the title, "A Possible Fallacy in Testing Diabetic Urine."

Specimens of Expurgo Anti-Diabetes were examined in the Association's laboratory and the report follows:

LABORATORY REPORT

"The specimen of Expurgo Anti-Diabetes (Sanol's Anti-Diabetes) examined, was a light-brown, opaque liquid, having a faintly aromatic odor and bitter taste. The specimen contained considerable amounts of brown, insoluble residue resembling the deposits often found in fluid extracts. The absence of ammonium salts, iodids, glycerin, hexamethylenamin, of antipyrin, pyramidon and similar substances and of such purgatives as aloes, frangula, rhubarb, etc., was indicated. Potent alkaloids such as aconitin, cocain, morphin and strychnin were not found. Qualitative tests indicated the presence of traces of phosphates, sulphates, reducing sugars, caffein and cinchona alkaloids. Alcohol was present only in traces. Small quantities of chlorids, sodium and a salicylate were found.


Main Office, Winnipeg, Canada

THE EXPURGO MANUFACTURING CO.

NOT INCORPORATED

FORMERLY THE SANOL MANUFACTURING CO

PHARMACEUTICAL PREPARATIONS

838 WELLS STREET

Telephones, Dearborn 6178 Automatic 38-789

EXPURGO LAPIS
In very valuable in the treatment of Gall Stones, Kidney Stones, Gravel in the Bladder Lumbago, Uric Acid Diathesis

EXPURGO ANTIDIABETES
The only positive cure for Diabetes.

EXPURGO BLOOD MIXTURE
The most reliable remedy for all Skin Diseases

Chicago,_____191___

The letter head of the Expurgo Manufacturing Co. Note the claim that Expurgo Anti-Diabetes is "the only positive cure for diabetes."

The residue on drying amounted to 2.9 gm. in each 100 c.c. A determination of the salicylic acid indicated approximately 0.17 gm. in each 100 c.c., which is equivalent to less than 0.2 gm., of sodium salicylate per 100 c.c. (about 1 grain to the ounce). Evidently the preparation contains plant extractives in aqueous solution and small amounts of sodium salicylate and sodium chlorid."

Summed up, the chemist's report shows that Expurgo Anti-Diabetes is essentially a watery solution of plant extractives with small quantities of sodium salicylate and salt. The exploiters claim their stuff contains the fruit and bark of jambul, rosemary, star anise and fluidextract of calamus, cinchona, cola, condurango and gentian. Since fluidextracts in general are strongly alcoholic and since the laboratory's analysis shows that the preparation contains only traces of alcohol, the fluidextracts of the various drugs, if present at all, must be in an infinitesimal amount.

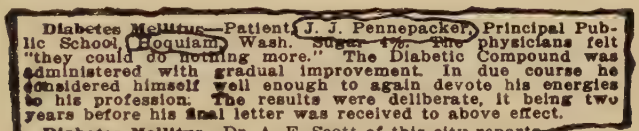
Jambul was in vogue as a remedy for diabetes about twenty years ago. It was tried and found wanting, and has long been in the therapeutic scrap heap. Sanol, therefore, is but one more "patent medicine" having for its essential constituents a drug that has long been discarded by scientific men. Expurgo will probably be used by uncritical and unthinking physicians and its existence will be artificially prolonged through the venality of pseudo-medical journals. That the medical profession should tolerate the product is not to its credit. There is no excuse, either moral or otherwise, for a physician giving his patients

nostrums of whose composition he is ignorant, and that is what is done whenever Expurgo Anti-Diabetes is prescribed. — (*Modified from The Journal A. M. A., Jan. 24, 1914.*)

FULTON'S COMPOUNDS

THE JOURNAL has just received a letter from Dr. J. B. Kinne of Aberdeen, Wash. With the letter was enclosed an advertising sheet ("Bulletin 31, November, 1915") sent out by the John J. Fulton Company of San Francisco which exploits two nostrums "Fulton's Renal Compound" and "Fulton's Diabetic Compound." Dr. Kinne's letter reads:

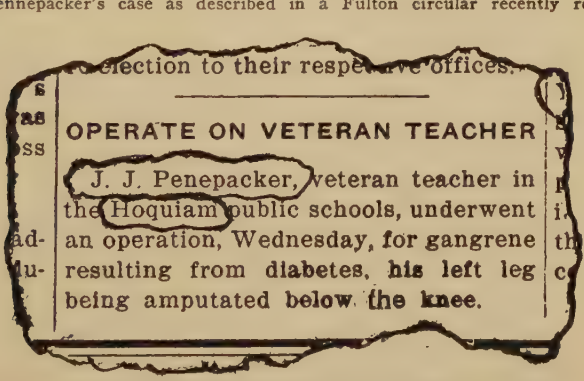
> *"To the Editor:*—In today's mail I received the enclosed 'Bulletin.' The first column of the last page begins with the account of the results of treatment of a patient in a nearby town. In the columns of one local paper today I cut the inclosed clipping telling about the amputation of this man's leg for diabetes.
>
> "About one year ago I attended a patient here who had spent a large amount of money with this concern who told me about the above 'cure,' but my patient died later. It seems a terrible thing that this kind of matter is permitted to go through the mails."



Diabetes Mellitus—Patient, J. J. Pennepacker, Principal Public School, Hoquiam, Wash. Sugar 4%. The physicians felt "they could do nothing more." The Diabetic Compound was administered with gradual improvement. In due course he considered himself well enough to again devote his energies to his profession. The results were deliberate, it being two years before his final letter was received to above effect.

Diabetes Mellitus—Dr. A. E. Scott of this city reports

Mr. Pennepacker's case as described in a Fulton circular recently received.



election to their respective offices.

OPERATE ON VETERAN TEACHER

J. J. Penepacker, veteran teacher in the Hoquiam public schools, underwent an operation, Wednesday, for gangrene resulting from diabetes, his left leg being amputated below the knee.

Mr. Pennepacker's case as described in the Aberdeen (Wash.) *Herald,* Jan. 14, 1916.

The case referred to by Dr. Kinne was that of a Mr. J. J. Pennepacker whose case was reported by the Fulton concern as an instance of "cure" due to the use of "Diabetic Compound." The clipping that the doctor enclosed, together with the item from the Fulton advertising leaflet, are reproduced with this article.

The Fulton nostrums have been briefly referred to before in these pages. On Jan. 18, 1913, THE JOURNAL said:

> "Fulton's Diabetic Compound has not been examined in the Association's laboratory, but the so-called Renal Compound, put out by the same concern, has been examined. The latter was found to consist of some herbs, which were not identified, alcohol 5 per cent. and water. No alkaloids were found and the presence of heavy metals, iodids, bromids or acids could not be demonstrated."

The concern itself makes a pretense of giving the formulas of its two preparations. The "Renal Compound" has been said to be:

"A combination of the desirable principles of Triticum [Couch-grass or Quick-grass], Chimaphila ["Bitter wintergreen"], Spiræa [Meadowsweet] and other herbal agents carrying small quantities of Sodii Boras [Borax] and Sodii Nitras [Chili saltpeter], both of the latter in less than half the physiological doses."

Elsewhere the formula has been given as:

A combination of Triticum, Pelosine and other similar herbal diuretics to which have been added a small quantity of Sodii Boras and Sodii Nitras, both of the latter in less than half the physiological doses."

The "Diabetic Compound" is alleged to be:

"A combination of the desirable principles of Chimaphila ["Bitter wintergreen"], Eupatorium [Boneset] Taraxacum [Dandelion] and other herbal diuretics and correctives carrying small quantities of Sodii Boras [Borax] and Sodii Nitras [Chili saltpeter] both of the latter in less than half the physiological doses."

While this "information" fails to inform, it doubtless answers the purpose for which it is given. But whatever indefiniteness and ambiguousness characterize the statements regarding the composition of the nostrum are more than compensated for by the specific and positive claims made for their therapeutic action. To quote from the advertising:

"Fulton's Renal Compound is the first progressive step in forty years in the treatment of kidney disease."

"Call inflammation of the kidneys what you will, after it becomes chronic (which it commonly does in a few months) it is then incurable by anything known except Fulton's Renal Compound."

"Bright's Disease and Diabetes are now positively curable in about 80 per cent. of all cases."

"Fulton's Renal Compound is the only thing known that acts directly on the kidney tissues, reducing inflammation and thus reopening the tubules and kidney function."

"Fulton's Renal Compound is the only specific in the known world for chronic Bright's Disease. . . ."

"John J. Fulton was the first man in the world to reach the kidneys with an emollient."

"Diabetes is rated the world over as incurable but recoveries are being reported daily through Fulton's Diabetic Compound."

Some time after the short article appeared in The Journal on the Fulton Compounds, the Propaganda Department started to investigate some of the alleged cures. Experience has shown that it is useless to expect to get accurate information regarding individuals who have recently written testimonials for any "patent medicines." It becomes necessary, especially in such diseases as are not quickly fatal, to allow some time to elapse before investigating the cases. For this reason a few of the old testimonials in our files were resurrected and letters were written to get what facts were available. Press of other matters prevented this particular investigation being followed up, although some material was collected and this we now give so as to make it a matter of record.

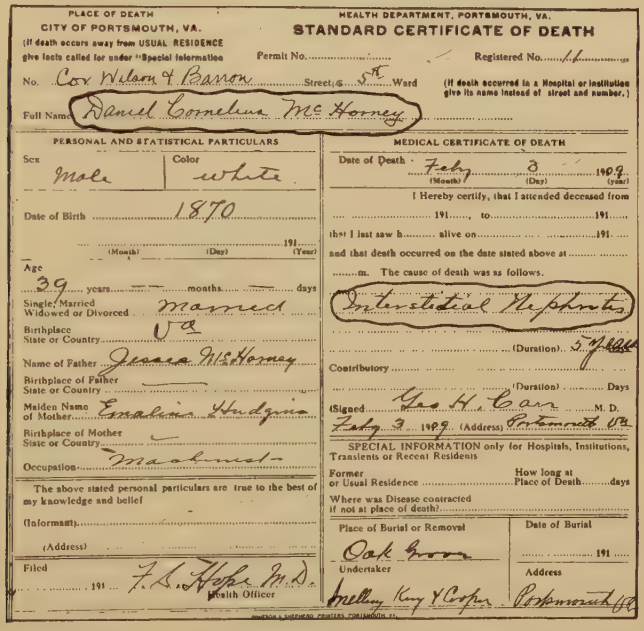
It should be understood that the quotations that are about to be given from the Fulton "literature" appeared in circulars issued between 1907 and 1911. Our investigation was commenced in the latter part of 1913.

Case 1.—According to a Fulton advertising leaflet issued in 1908, W. H. Bell, a druggist of Live Oak, Fla., wrote the company in 1907 that "last June I was surprised to find my feet and legs swollen." Mr. Bell claimed he went to a physician who "found 50 per cent. of albumen and pronounced it Bright's disease." According to the Fulton leaflet he "continued to get worse" and "bloated" until he "could not lie down." About this time Mr. Bell "met a drummer by the name of Levi" who told him of Fulton's Compound. As a result Mr. Bell began to take the compound. In October, 1907, Mr. Bell again wrote the Fulton people:

"I am 100 per cent. better than I was when I began. Am now on my 27th bottle." In commenting on this case the Fulton Company said: "How can people doubt the curability of chronic kidney disease in view of the constant stream of testimony we are presenting. Little wonder that Druggist Bell is now one of our valued and active agents."

Mr. Bell died of Bright's disease in June, 1908.

CASE 2.—Mr. D. C. McHorney of Portsmouth, Va., according to the Fulton advertising, "had been a sufferer for years with Bright's disease." Although he had been treated by physicians, one being "one of the most noted doctors in



PLACE OF DEATH
CITY OF PORTSMOUTH, VA.
(If death occurs away from USUAL RESIDENCE give facts called for under "Special Information"

HEALTH DEPARTMENT, PORTSMOUTH, VA.
STANDARD CERTIFICATE OF DEATH

Permit No. ..... Registered No. 11

No. Cor Wilson & Barron Street S. 5th Ward (If death occurred in a Hospital or Institution give its name instead of street and number.)

Full Name Daniel Cornelius McHorney

PERSONAL AND STATISTICAL PARTICULARS

Sex: Male | Color: white

Date of Birth: 1870 (Month) (Day) (Year) 191

Age: 39 years ... months ... days

Single, Married, Widowed or Divorced: married

Birthplace State or Country: Va

Name of Father: Jessee McHorney

Birthplace of Father State or Country: —

Maiden Name of Mother: Emaline Hudgins

Birthplace of Mother State or Country: —

Occupation: Mahogany

The above stated personal particulars are true to the best of my knowledge and belief

(Informant) ....

(Address) ....

Filed ... 191 ... F. L. Hope M.D. Health Officer

MEDICAL CERTIFICATE OF DEATH

Date of Death: Feby (Month) 3 (Day) 1909 (Year)

I Hereby certify, that I attended deceased from ... 191 ..., to ... 191 ...

that I last saw h... alive on ... 191 ...

and that death occurred on the date stated above at ... m. The cause of death was as follows.

Interstitial Nephritis

... (Duration) 5 Years

Contributory ... (Duration) ... Days

(Signed) Geo H. Carr M. D.

Feby 3 1909 (Address) Portsmouth Va

SPECIAL INFORMATION only for Hospitals, Institutions, Transients or Recent Residents

Former or Usual Residence ... How long at Place of Death ... days

Where was Disease contracted if not at place of death? ...

Place of Burial or Removal: Oak Grove

Date of Burial: ... 191 ...

Undertaker: Melly Kay & Cooper

Address: Portsmouth Va

Miniature reproduction of the death certificate of D. C. McHorney. The Fulton Company referred to Mr. McHorney's case as a "nice recovery" from Bright's disease. (See Case 2 in the article.)

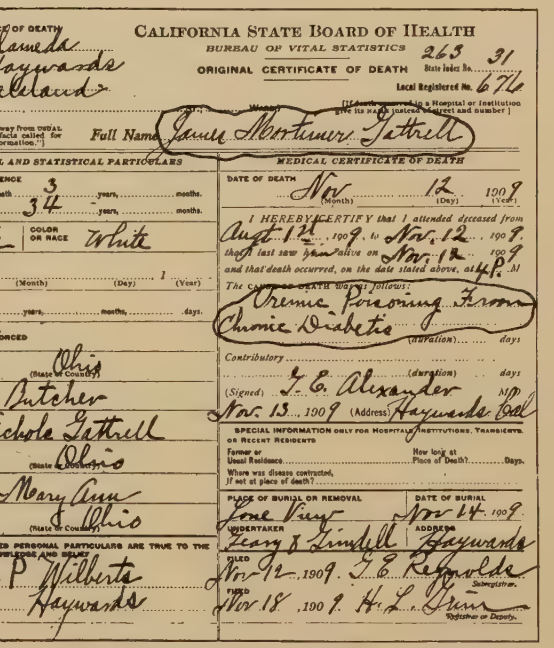
Norfolk," he was not helped. In fact, "the last physician said that he could do nothing in my case, but said that I might linger a while longer." In April, 1907, Mr. McHorney began taking Fulton's Compound and in his letter written in September, 1907, and published by the Fulton Company he says that through the use of Fulton's Compound "and God's help" he is a "living man today." Continuing, he says, "I am like a new man. I am able to work every day, the pains have gone, my eyes are all right, I sleep soundly and have gone back to my natural size." The Fulton Company in publishing Mr. McHorney's testimonial commented: "Wonder if our esteemed Portsmouth agent, J. P. Carr, knows about this nice recovery to which he contributed."

The testimonial was circulated in 1908; Mr. McHorney's death certificate states that on Feb. 3, 1909, he died of "interstitial nephritis."

CASE 3.—In various Fulton publications the testimonial was given of W. R. Marquis of Bartow, Fla. According to these, Mr. Marquis had chronic Bright's

disease and his case was "surely a hard one." Further, he had been given up by his physician and was in a deplorable condition, being unable to lie in bed, stand on his feet or walk. "This condition," according to the Fulton concern, "frequently develops in extreme cases of this disease and up to the discovery of this compound it was absolutely hopeless." When Mr. Marquis' case "seemed most hopeless" he heard of Fulton's Compound and began taking it. After the fourth bottle "he began to get better." In June, 1907, he stated that he was "almost entirely well" and added: "I am candid in the belief that Fulton's Renal Compound is the only remedy in the world that could have saved me."

Mr. Marquis' testimonial was circulated in the Fulton "literature" during the period 1908-1912; Mr. Marquis died in July, 1912.



CALIFORNIA STATE BOARD OF HEALTH
BUREAU OF VITAL STATISTICS
ORIGINAL CERTIFICATE OF DEATH

PLACE OF DEATH
COUNTY OF Alameda
TOWN OF Haywards
OR CITY OF Oakland
(NO ... Street)

Full Name James Mortimer Gattrell

PERSONAL AND STATISTICAL PARTICULARS

LENGTH OF RESIDENCE
At Place of Death 3 years, ... months.
In California 34 years, ... months.

SEX Male | COLOR OR RACE White

DATE OF BIRTH ... (Month) 1 (Day) ... (Year)

AGE ... years, ... months, ... days.

SINGLE, MARRIED, WIDOWED, OR DIVORCED

BIRTHPLACE Ohio (State or Country)

OCCUPATION Butcher

NAME OF FATHER Nicholas Gattrell

BIRTHPLACE OF FATHER (State or Country) Ohio

MAIDEN NAME OF MOTHER Mary Ann ...

BIRTHPLACE OF MOTHER (State or Country) Ohio

THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF

(Informant) Mr P Wilbert

(Address) Haywards

MEDICAL CERTIFICATE OF DEATH

DATE OF DEATH Nov (Month) 12 (Day) 1909 (Year)

I HEREBY CERTIFY that I attended deceased from Aug 12 1909, to Nov 12 1909, that I last saw him alive on Nov 12 1909, and that death occurred, on the date stated above, at 4 P.M.

The CAUSE OF DEATH was as follows:

Uremic Poisoning From Chronic Diabetis ... (duration) ... days

Contributory ... (duration) ... days

(Signed) J. E. Alexander M.D.

Nov 13 1909 (Address) Haywards Cal

SPECIAL INFORMATION ONLY FOR HOSPITALS, INSTITUTIONS, TRANSIENTS, OR RECENT RESIDENTS

Former or Usual Residence ... How long at Place of Death? ... Days.

Where was disease contracted, If not at place of death? ...

PLACE OF BURIAL OR REMOVAL: Pine View

DATE OF BURIAL: Nov 14 1909

UNDERTAKER: Geary & Lindsell

ADDRESS: Haywards

FILED Nov 12 1909. J. E. Reynolds Subregistrar.

ISSUED Nov 18 1909. H. L. Dunn Registrar or Deputy.

Miniature reproduction of the death certificate of "Mort" (James Mortimer) Gattrell. A Fulton circular reported that after taking Fulton's Diabetic Compound "Gattrell is well." (See Case 4 in the article.)

CASE 4.—Mort Gattrell of Ukiah, Calif., according to the Fulton concern, had diabetes. Fulton Diabetic Compound was recommended and Mr. Gattrell took it. Later he is alleged to have written to the company saying he had taken "about 40 bottles" of the compound and: "I feel now that I am about well." The latest report on Mr. Gattrell seems to have appeared in the Fulton "literature" in 1908 under the title: "A Pleasing Incident."

Mr. Gattrell died Nov. 12, 1909; his death certificate gives as the cause of death: "Uremic poisoning from chronic diabetes."

CASE 5.—If one is to believe the Fulton advertising—which is not to be advised—when Edward Zimmerman of Belle Plaine, Iowa, started on Fulton's Compound "he was in such a bad way that his physician said he would not

live two weeks, and told his friends to watch him closely as he was liable to drop dead." After Zimmerman had taken thirty-one bottles of the compound he was, according to the letter published by the Fulton Company, so improved that he was "nearly ready to go to work" and was willing to have the company "refer any one to him."

Edward Zimmerman died Jan. 5, 1911; cause of death, according to the death certificate: "Diabetes Mellitus."

Case 6.—Under the heading "This Work is Glorious" the Fulton Company describes the case of Arthur McIntyre of Flint, Mich. Mr. McIntyre, the public was advised, "was so bad with Bright's disease his friends gave up all hopes. He was put on Renal Compound and is today well and in business." This statement appeared in a Fulton bulletin published about 1908.

A physician in Flint who knew of Mr. McIntyre's case, and wrote to us in January, 1914, said: "There was a Mr. McIntyre in Flint, Mich., who had Bright's disease and took many bottles of Fulton's Compound. Mr. McIntyre died three years ago."

In addition to the cases just described there were others the histories of which, while not so tragic, were equally damaging to the claims of the Fulton concern. For instance, there was the alleged case of Mr. S. of Iowa who despaired of ever getting well of Bright's disease but who after taking the "Renal Compound" is said to have "recovered completely." This was in 1908 or earlier. But investigation showed that during the year 1913 Mr. S. was under treatment for Bright's disease.

Then there was the case of Mrs. P. of Florida, who according to the Fulton circular, was so ill with Bright's disease that she "could not turn over in bed." Use of the "compound" is alleged to have enabled her to do her own work again and get out to church. Investigation elicited the statement from Mrs. P.'s family physician that the lady never had Bright's disease.

The case of Mr. D. of Oregon was described in the 1908 Fulton leaflets. D. had diabetes and was "almost in" but took thirty bottles of Fulton's Compound with the result—alleged—that he was "feeling fine." A physician in the town in which Mr. D. lived informs us that he does not believe the man ever recovered from the disease. Certain it is he died in 1912 of pulmonary tuberculosis, a common sequel to diabetes.

Mr. W. of Illinois suffered, according to a 1908 Fulton bulletin, from what "specialists" had called Bright's disease. After taking one dozen bottles of the Compound he was reported as "almost cured." A physician who knew of W.'s case wrote in October, 1913, that Mr. W. never had Bright's disease, but that he had "been troubled at times with a backache" and was "still the same."

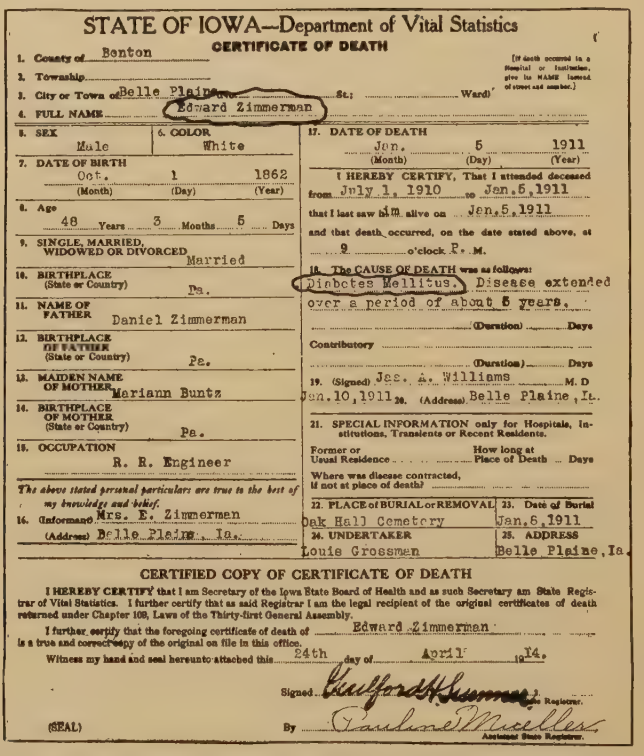
In 1908 Mr. C. wrote to the Fulton Company which promptly published the letter. He was taking the "Renal Compound" he wrote, and was convinced that it would "effect a cure." The facts are Mr. C., about this time, went to a physician who made a thorough examination of his case. The doctor wrote us that Mr. C. had no symptoms of Bright's disease and, when advised of that fact, "seemed really disappointed."

The case of Rev. B. of Ohio was brought to the attention of the public in the Fulton bulletin of 1907. A druggist wrote urging those who wished to hear from a person who had "received great benefit" to write to Rev. B. The physician to whom we wrote in 1913 replied that Rev. B. died suddenly of "heart disease" in 1912. The doctor added "he did not have Bright's disease."

Mr. W. of Texas, whose letter was published in 1907 by the Fulton Company, claimed the doctor had told him he had Bright's disease and he was in bed four months. Then he sent for a dozen bottles of "Fulton's Compound" and

after taking these, and two dozen more, declared he was "pronounced sound" and "in fine health." The physician to whom we wrote in 1913 declared that Mr. W. had an acute nephritis from which he recovered *before* he began taking Fulton's compound—about the time he became an agent for the preparation.

In short, the investigation, incomplete though it was, revealed just what might have been expected. The diabetic frequently drags along for years—especially if he is at all careful in his manner of living, and he is likely to be. The fluctuations of the disease make it a fertile field for the quack and the "patent medicine" maker. Chronic kidney disease offers similar attractions to



STATE OF IOWA—Department of Vital Statistics

CERTIFICATE OF DEATH

1. County of Benton
2. Township
3. City or Town of Belle Plaine St.; Ward)
4. FULL NAME Edward Zimmerman
5. SEX: Male
6. COLOR: White
7. DATE OF BIRTH: Oct. 1 1862 (Month) (Day) (Year)
8. Age: 48 Years 3 Months 5 Days
9. SINGLE, MARRIED, WIDOWED OR DIVORCED: Married
10. BIRTHPLACE (State or Country): Pa.
11. NAME OF FATHER: Daniel Zimmerman
12. BIRTHPLACE OF FATHER (State or Country): Pa.
13. MAIDEN NAME OF MOTHER: Mariann Buntz
14. BIRTHPLACE OF MOTHER (State or Country): Pa.
15. OCCUPATION: R. R. Engineer

The above stated personal particulars are true to the best of my knowledge and belief.

16. (Informant) Mrs. E. Zimmerman
(Address) Belle Plaine, Ia.

17. DATE OF DEATH: Jan. 5 1911 (Month) (Day) (Year)

I HEREBY CERTIFY, That I attended deceased from July 1, 1910 to Jan.5,1911

that I last saw him alive on Jan.5,1911

and that death occurred, on the date stated above, at 9 o'clock P. M.

18. The CAUSE OF DEATH was as follows: Diabetes Mellitus. Disease extended over a period of about 5 years.

(Duration) Days

Contributory

(Duration) Days

19. (Signed) Jas. A. Williams M. D
20. (Address) Belle Plaine, Ia. Jan.10,1911

21. SPECIAL INFORMATION only for Hospitals, Institutions, Transients or Recent Residents.

Former or Usual Residence How long at Place of Death Days

Where was disease contracted, if not at place of death?

22. PLACE of BURIAL or REMOVAL: Oak Hall Cemetery
23. Date of Burial: Jan.6,1911
24. UNDERTAKER: Louis Grossmen
25. ADDRESS: Belle Plaine, Ia.

CERTIFIED COPY OF CERTIFICATE OF DEATH

I HEREBY CERTIFY that I am Secretary of the Iowa State Board of Health and as such Secretary am State Registrar of Vital Statistics. I further certify that as said Registrar I am the legal recipient of the original certificates of death returned under Chapter 109, Laws of the Thirty-first General Assembly.

I further certify that the foregoing certificate of death of Edward Zimmerman is a true and correct copy of the original on file in this office.

Witness my hand and seal hereunto attached this 24th day of April 1914.

Signed Guilford H. Sumner State Registrar.

(SEAL)

By Pauline Mueller Assistant State Registrar.

Miniature reproduction of the death certificate of Edward Zimmerman (Case 5 in the article). Mr. Zimmerman's case was advertised in the Fulton bulletin. We have been unable to find any reference in the Fulton advertising to the outcome of the Zimmerman case.

those who prey on the sick. Nothing is much easier to get than testimonials in such cases—testimonials whose genuineness is as unimpeachable as their value is negligible.

Thus, on a foundation of misrepresentation, fraud and deceit is reared the stupendous superstructure of the "patent medicine" business—a trade whose millions corrupt legislatures, prostitute no small portion of the press and are a standing menace to the public health. Some day an enlightened public opinion will demand the destruction of this evil—and the dawn of that day is not far off.—(*From The Journal A. M. A., Jan. 29, 1916.*)

Declared Misbranded by the Government.—The federal authorities seized eighty-four bottles of "Fulton's Compound" that had been shipped in interstate commerce charging that the claims made for the preparation "were false, misleading and fraudulent in that no ingredient or ingredients in the said product or compound were capable of producing the therapeutic effects claimed for it." No one appeared for the property and the federal court entered judgment of condemnation and forfeiture and ordered that the eighty-four bottles of Fulton's Diabetic Compound should be destroyed by the United States marshal and the cost of the proceedings assessed against the company.—[*Notice of Judgment No. 4562; issued March 15, 1917.*]

The federal authorities also made two seizures (one of thirteen cases and the other of seventeen cases) of "Fulton's Renal Compound," charging that the preparation was misbranded under the federal Food and Drugs Act. The Government declared the claims made "were false, misleading and fraudulent in that no ingredient or ingredients in the product or compound were capable of producing the therapeutic effects claimed." In neither case did any claimant appear and the court entered judgment of condemnation and forfeiture and ordered that the United States marshal should destroy the preparation. The cost of the proceedings in one of these cases was assessed against the company.—[*Notices of Judgment Nos. 4564 and 4565; issued March 15, 1917.*]

PIERCE'S ANURIC TABLETS

"Anuric" is "The Newest Discovery in Chemistry," if one is to believe the World's Dispensary Medical Association of Buffalo, N. Y. "Eminent Medical Authorities Endorse it." "A New Remedy for Kidneys, Bladder and all Uric Acid Troubles." Thus does quackery play on the fears of those who are led to believe that every pain in the back means "Bright's disease." "Anuric," the public is told, "is the recent discovery of Dr. Pierce who is head of the Invalids' Hospital and Surgical Institute of Buffalo, N. Y." The concern also puts out such nostrums as "Pierce's Favorite Prescription," "Pierce's Golden Medical Discovery" and other profitable specialties in the merchandise of quackery.

In common with most "kidney disease cures," Anuric is advertised by the "scare" method. Here are some advertisement headlines:

"Sudden Death Caused by Disease of the Kidneys."
"Why 'Anuric' is an Insurance Against Sudden Death."
"Are You Being Slowly Poisoned?"
"If It Catches You There, Anuric Will Quickly Stop It."

The typical pictures of the stooping man, with his hands over the lumbar region, graphically conveying the idea—as erroneous as it is popular with fakers—that pain in the lower part of the back means disease of the kidney—are strongly in evidence.

"Most cases of kidney trouble may easily be overcome by merely taking a little Anuric with the meals."
"When the kidneys no longer pour forth waste, uremic poisoning occurs, and the person dies . . . it is a good insurance against such a risk to send 10 cents for a sample package of 'Anuric'—the latest discovery of Dr. Pierce."

Needless to say, the changes are rung on the old uric acid superstition:

". . . hundreds . . . daily give their thankful endorsement to this powerful enemy of uric acid."
". . . will throw out and completely eradicate this uric acid from the system."
"Anuric is 37 times more active than lithia in eliminating uric acid . . ."
"Anuric will overcome such conditions as rheumatism, dropsical swelling, cold extremities, scalding and burning urine and sleeplessness due to constant need of getting out of bed at night, by carrying off the uric acid poison."

FRIGHTENING THE VICTIM

Those who purchase a box of "Dr. Pierce's Anuric Tablets For Kidney And Backache" get, in addition to 50 kidney-shaped red pills, a booklet that may be counted on to convince the average person that he or she has kidney disease. The booklet starts out by giving what purports to be "symptoms of disease of the kidneys" which have been "taken from the 'Diagnostics of Internal Medicine,' by Dr. Butler, whose great work on diagnosis is one of the standards in use by physicians." Apparently, the World's Dispensary Medical Association has turned over the compiling of the "symptoms" to the office boy or some equally massive intellect. By comparing the quotations with the original it is found that first of all the "patent medicine" concern has copied a number of symptoms of movable kidney. The symptoms are tabulated, removed from the context and separately paragraphed. Of course, the public is not advised that these symptoms are of movable kidney. They are led to believe by the "Anuric" booklet that they are "symptoms of disease of the kidneys." The idea of attempting to cure movable kidney with pills would be humorous, if the matter were not so brutally serious. Then follows another page of symptoms, still, of course, under the "blanket" description of "disease of the kidneys" taken from Dr. Butler's chapter on "Uremia." The public, of course, is not advised that these are symptoms of so deadly a condition as uremia, nor if it were, would it realize the preposterous futility of treating uremia with "Dr. Pierce's Anuric Tablets." Then, still under the "blanket" head, come more symptoms picked at random from Butler's description of acute Bright's disease, chronic Bright's disease (both diffuse and interstitial), pyelitis, nephrolithiasis and perinephritic abscesses. "In no case," says the pamphlet, "are all these symptoms felt at one time."

The booklet then takes up various conditions that are supposed to be more or less related to diseases of the kidney. In the chapter on "Cold, Bronchitis," the reader is advised first to take "Dr. Pierce's Pleasant Pellets" following them up with "Dr. Pierce's Anuric Tablets." In "Stomach Trouble" due to "weak kidneys" the sufferer is told that "Anuric Tablets will be found to help and assist the kidneys to do their work thus relieving all the other organs." In the chapter on "Bright's Disease" we read:

> "In the early stages the use of these tablets will speedily restore the kidneys to normal and healthy action and do away with the congestion and changes that appear in the kidneys and their function. It is important that they be used early."

"Menstruation, Scanty, Painful and Profuse" is the subject of another chapter, although just what relationship this bears to kidney disease is not explained. However, "Dr. Pierce's Anuric Tablets and Dr. Pierce's Favorite Prescription" are recommended. Under "Stone in the Bladder" the booklet tells what wonderfully successful results have been achieved by the "Physicians at the Invalid's Hotel and Surgical Institute" by means of an instrument of "their own invention" used for crushing the stone. For "palliative treatment" of the condition "there can be no better agent than Dr. Pierce's Anuric Tablets." In the latter part of the book this statement appears:

> "In all these conditions the use of 'Anuric Tablets' is of great benefit. Reference may be made to the writings of eminent medical authorities, quotations from whose works *included in this book* [Italics ours.—Ed.] will give some idea of the extent to which they are used by the medical profession, and as to how satisfactorily they act in removing the diseased conditions that produce these painful maladies."

This can only mean, and evidently is intended to mean, that "Anuric Tablets" are used by the medical profession and that "eminent medical authorities" have referred to "Anuric Tablets" in their writings which references are alleged to be

quoted in the booklet. Of course no physician needs to be told that the medical profession does not use Anuric Tablets and that no eminent medical authority has ever praised this piece of quackery.

GARBLED QUOTATIONS

Under the title "What Others Say of Them" the booklet purports to quote the opinions of certain medical writers on, not "Anuric Tablets" as the average reader might infer, but on one or more of the unnamed drugs which are claimed to be ingredients of "Anuric Tablets." Not all of the alleged quotations have been checked, but enough of them have been to show that the matter is misquoted, garbled and that unwarranted liberties have been taken with the author's statements. Yet, the matter is given in the booklet within quotation marks and so arranged as to convey the idea that it has been taken literally and verbally from the books quoted.

For the purpose, doubtless, of adding to the element of mystery, the names of none of the alleged ingredients are mentioned and in quoting the names of some of the alleged ingredients have been suppressed and the non-informative pronoun "it" substituted. To better understand the liberties that have been taken in compiling the advertising "literature" on "Anuric Tablets" part of the matter that has been printed in the "Anuric" booklet alleged to be a quotation from "Lloyd and Felter, in King's American Dispensatory" will be compared in parallel with the original:

ALLEGED QUOTATION AS IT APPEARS IN THE ANURIC BOOKLET	AS IT APPEARS IN THE ORIGINAL
"Rheumatism yields to it, when a swelling of a part or whole of the body is present, or even where there is slight puffiness or glistening of the parts. It is a decided heart stimulant and has relieved the heart oppression due to smoking. It is also a decided antineuralgic, relieving sciatic, pleural and lumbar neuralgia. The most valuable remedy to relieve renal congestion or inflammation. It is one of the best remedies for acute inflammation of the upper passages of the nose and throat."	"Rheumatism yields to it when edema of a part of or whole of the body is present, or even where there is light puffiness or glistening of the parts. Frequently it must be given with other antirheumatics. "Apocynum is a decided heart tonic. The conditions above named, and a dilated condition of the cardiac ventricles, point to its use. It is not the remedy where the circulation is excited, with hard, quick pulse. Dr. E. R. Freeman reports an inveterate case of angina pectoris benefited by it. Edema was a feature of the case. Dr. Waterhouse relieved the precordial oppression of a smoker with it. Dr. J. C. Kilgour declares it a decided antineuralgic, relieving sciatic, crural, and lumbar neuralgias. Prof. G. C. Gere asserts that it is the most valuable of deobstruents to relieve renal congestion in the second stage of tubular nephritis. Too much, however, must not be expected of it where there are structural changes of the vital organs. Acute inflammation of the upper laryngeal and post-nasal is specifically met by this drug, according to Professor Webster being nearly as positive as phytolacca, and preferable when the irritation does not extend beyond those parts, and is readily brought on by slight exposure."

By comparing the alleged quotation with the original, it will be seen that the Anuric concern, by separating phrases from their context, omitting qualifying clauses, featuring the alleged virtues and ignoring the limitations of the drugs discussed, attempts to make out a case for what is said to be one of the ingredients of its "kidney cure." The trick is as old as the "patent medicine" business itself and it is entirely fitting that the World's Dispensary Medical Association should run so true to form.

IN THE PRE-ANURIC DAYS

Anuric is one of the newer "patent medicines" put out by the World's Dispensary Medical Association. This concern has for many years published a pretentious book of about 1,000 pages entitled "The Peoples Common Sense Medical Adviser" devoted mainly to advertising the "Invalids' Hotel and Surgical Institute" and incidentally to the exploitation of its nostrums. Before the days of the Anuric Tablets the following statements appeared regarding Bright's disease:

"We venture to assert that less than 1 per cent. of those who imagine they have 'Bright's' have this disease at all."

". . . true Bright's disease is not a common affection, and nine out of ten individuals who think that they suffer from it, or the early stages of the trouble, in fact have something more curable."

". . . in true Bright's, deposits [in the urine] of any kind are rarely met with."

A Famous Physician's Wonderful Discovery
To Prevent Old Age Coming Too Soon!
Most Eminent Medical Authorities Endorse It.
If It Catches You There
ANURIC
Will Quickly Stop It!
ON! MY BACK!
Pain in Back of Neck Often Denotes Kidney Weakness
Why Suffer With Backache, Kidneys or Rheumatism?
"ANURIC!"
The Newest Discovery in Chemistry. Eminent Medical Authorities Endorse It.
A New Remedy for Kidney, Bladder and all Uric Acid Troubles.

Greatly reduced reproduction of some of the "Anuric" advertisements. Notice the attempt to capitalize the public's misapprehension that a pain in the lower part of the back means kidney disease.

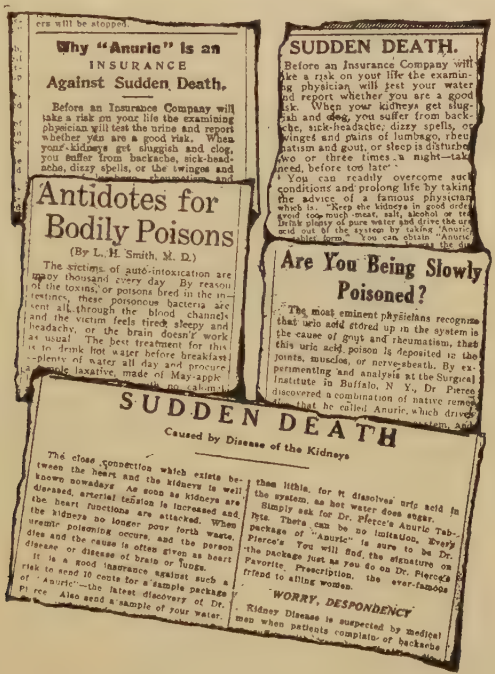
Under the same subject (Bright's disease) the "Common Sense Medical Adviser" published—before the days of "Anuric"—this good advice:

"Not less harmful are the many advertised 'kidney cures,' 'kidney remedies,' 'buchus' and kindred preparations. . . . The cases of Bright's disease reported cured by these preparations are cases of far less dangerous maladies, made to appear, by exaggerated accounts of them, as true Bright's disease. The use of these general, ready-made or proprietary remedies in any case of true Bright's disease is hazardous in the extreme."

Attention is especially directed to the closing sentence of the matter just quoted. So long as the World's Dispensary Medical Association had no "kidney cure" to sell but instead wished to have people who had or thought they had, kidney disease either come to the "Invalids' Hotel" or be treated by correspondence, the concern was willing to tell the truth about "patent medicines" of the "kidney cure" type. ALL OF THIS MATERIAL HAS BEEN DELETED FROM THE BOOK NOW SENT OUT!

For the purpose of determining in a general way the composition of "Dr. Pierce's Anuric Tablets for Kidneys and Backache" the assistance of the Association's laboratory was invoked. The laboratory report follows:

"Six original bottles of 'Dr. Pierce's Anuric Tablets' were submitted to the Chemical Laboratory for examination. Each bottle contained 50 red, kidney-shaped, coated tablets, weighing on an average 0.5 gm. (7½ grains). Qualitative tests indicated the presence of acetate, carbonate, chlorid, iodid, phosphate (trace), salicylate, ammonia, calcium, iron (trace), potassium, sodium, emodin, aloin, quinin, hexamethylenamin and sugar. The amount of reducing sugar, calculated as dextrose, was about 35 per cent. Besides the substances mentioned above, there are evidences of other drugs being present. What some of

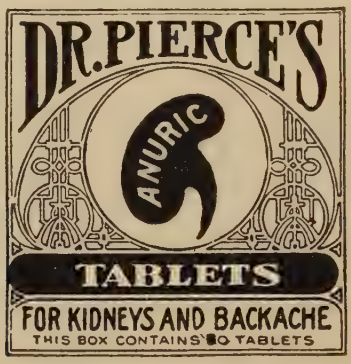

Why "Anuric" Is an
INSURANCE
Against Sudden Death.
Before an Insurance Company will take a risk on your life the examining physician will test the urine and report whether you are a good risk. When your kidneys get sluggish and clog, you suffer from backache, sick-headache, dizzy spells, or the twinges and
Antidotes for Bodily Poisons
(By L. H. Smith, M. D.)
The victims of auto-intoxication are many thousand every day. By reason of the toxins, or poisons bred in the intestines, these poisonous bacteria are sent all through the blood channels and the victim feels tired, sleepy and headachy, or the brain doesn't work as usual. The best treatment for this is to drink hot water before breakfast—plenty of water all day and procure a mild laxative, made of May-apple
SUDDEN DEATH.
Before an Insurance Company will take a risk on your life the examining physician will test your water and report whether you are a good risk. When your kidneys get sluggish and clog, you suffer from backache, sick-headache, dizzy spells, or twinges and gains of lumbago, rheumatism and gout, or sleep is disturbed two or three times a night—take heed, before too late!
You can readily overcome such conditions and prolong life by taking the advice of a famous physician who is: "Keep the kidneys in good order! Avoid too much meat, salt, alcohol or tea! Drink plenty of pure water and drive the uric acid out of the system by taking Anuric (tablet form)." You can obtain "Anuric
Are You Being Slowly Poisoned?
The most eminent physicians recognize that uric acid stored up in the system is the cause of gout and rheumatism, that this uric acid poison is deposited in the joints, muscles, or nerve-sheath. By experimenting and analysis at the Surgical Institute in Buffalo, N. Y., Dr Pierce discovered a combination of native remedies that he called Anuric, which drives
SUDDEN DEATH
Caused by Disease of the Kidneys
The close connection which exists between the heart and the kidneys is well known nowadays. As soon as kidneys are diseased, arterial tension is increased and the heart functions are attacked. When the kidneys no longer pour forth waste, uremic poisoning occurs, and the person dies and the cause is often given as heart disease or disease of brain or lungs.
It is a good insurance against such a risk to send 10 cents for a sample package of "Anuric"—the latest discovery of Dr. Pierce. Also send a sample of your water.
these lithia, for it dissolves uric acid in the system, as hot water does sugar.
Simply ask for Dr. Pierce's Anuric Tablets. There can be no imitation. Every package of "Anuric" is sure to be Dr. Pierce's. You will find the signature on the package just as you do on Dr. Pierce's Favorite Prescription, the ever-famous friend to ailing women.
WORRY, DESPONDENCY
Kidney Disease is suspected by medical men when patients complain of backache

Greatly reduced reproduction of some "Anuric" advertisements of the "scare" type.

these drugs are may be judged by tracing the so-called quotations appearing in the circular around the bottle. Although in many instances garbled, the statements evidently refer to such plant drugs as *Apocynum cannabinum* (Canadian hemp), *Eupatorium purpureum* (Queen of the meadow), etc. Such a mixture as the above is so unwarranted and foolish, that a more exhaustive examination appeared a waste of time. But from the qualitative data alone, it can be seen that Anuric Tablets contain essentially sugar, an acetate, iodid and salicylate of either sodium or potassium, quinin, aloin and hexamethylenamin; calcium carbonate is present as part of the coating."

Summed up, it may be said that the selling scheme of Anuric Tablets is first to frighten those who have any vague aches and pains into the belief that something is wrong with their kidneys for which Anuric purports to be the one great remedy. The popular idea that urinary sediments and pain in the lower part of the back mean kidney disease, while false, is assiduously cultivated. It is unnecessary to tell physicians of the dangers of self-diagnosis and self-

treatment in such a serious condition as true disease of the kidney. The public is wedded to the idea that every disease can be cured by taking something out of a bottle three or four times a day. The average man does not realize that in the treatment of kidney disease the hygienic and dietetic measures may be of vastly greater importance than drug therapy. Such measures mean a certain amount of discomfort to the patient, the breaking up of old habits, a readjustment of one's method of living. If a cure can be brought about by taking medicine why should one subject himself to the minor discomforts of a modified diet and a more or less exacting hygiene? Therein lies the danger and wickedness of all alleged cures of kidney disease.



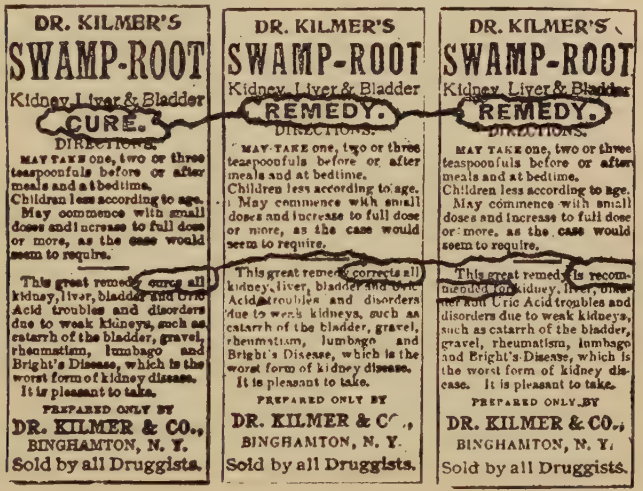
Not only are "Anuric Tablets" foisted on the public under false and misleading claims but, as alleged cures for diseases that should never be self-treated, they are fundamentally and essentially vicious.—(*From The Journal A. M. A., Sept. 15, 1917.*)

SWAMP ROOT

Swamp Root was so exhaustively and entertainingly dealt with by Mr. Samuel Hopkins Adams in his "Great American Fraud" series that appeared in *Collier's* (and has been reprinted by the American Medical Association in book form) that only a brief reference will be made to this nostrum in this book. The following are excerpts from Mr. Adams' article which appeared in *Collier's* May 11, 1912:

> "Many patent-medicine frauds escape the law because of their inconspicuousness. Some more important nostrums evade the law by the skill of lawyers, the amiable interpretations of the courts, or their own fineness in discovering loopholes. One triumphantly overrides the law. That one is Swamp Root. It is the greatest, the most profitable, the most widely exploited, and, on the whole, the most profoundly and dangerously fraudulent of all the quack nostrums now conspicuously before the public.
>
> "The Post Office Department has been after it. Evidence far more than sufficient for the issuance of a fraud order, shutting Swamp Root out of the mails, was obtained. The evidence was never followed up. No fraud order was issued. What the United States district attorney in the proceedings at first characterized as a sound case for criminal prosecution was prepared for the Department of Justice. Where is that sound case now? Vanished. Dissipated like mist. Forgotten—at least officially. The Bureau of Chemistry, to which the investigation of offenses against the Food and Drugs Act is intrusted, sought repeatedly to bring Swamp Root

into court. Scores of other fraud medicines, less flagrant in offense and less dangerous in effect, had been forced to face prosecution and its attendant distasteful publicity, but not Swamp Root. In the very department of the government upon which the law's enforcement depends, it found a friend in the now notorious McCabe, solicitor for the Department of Agriculture, to which the bureau is subordinate. Delay after delay was granted to it. It parleyed and paltered and postponed. And finally, while lesser malefactors were being cited, prosecuted, fined, and exposed in government print daily, Swamp Root, always immune, brought itself by slow degrees to conform to the letter of the law, though never to its spirit. That immunizing vapor rising from the Swamp Root bottle, which had blinded the Post-Office and drugged the Department of Justice into somnolence, proved equally paralyzing to the Department of Agriculture and the quack medicine finally came off unscathed.


DR. KILMER'S
SWAMP-ROOT
Kidney, Liver & Bladder
CURE.
DIRECTIONS.
MAY TAKE one, two or three teaspoonfuls before or after meals and at bedtime. Children less according to age. May commence with small doses and increase to full dose or more, as the case would seem to require.
This great remedy cures all kidney, liver, bladder and Uric Acid troubles and disorders due to weak kidneys, such as catarrh of the bladder, gravel, rheumatism, lumbago and Bright's Disease, which is the worst form of kidney disease. It is pleasant to take.
PREPARED ONLY BY
DR. KILMER & CO.,
BINGHAMTON, N. Y.
Sold by all Druggists.
DR. KILMER'S
SWAMP-ROOT
Kidney, Liver & Bladder
REMEDY.
DIRECTIONS.
MAY TAKE one, two or three teaspoonfuls before or after meals and at bedtime. Children less according to age. May commence with small doses and increase to full dose or more, as the case would seem to require.
This great remedy corrects all kidney, liver, bladder and Uric Acid troubles and disorders due to weak kidneys, such as catarrh of the bladder, gravel, rheumatism, lumbago and Bright's Disease, which is the worst form of kidney disease. It is pleasant to take.
PREPARED ONLY BY
DR. KILMER & C[illegible],
BINGHAMTON, N. Y.
Sold by all Druggists.
DR. KILMER'S
SWAMP-ROOT
Kidney, Liver & Bladder
REMEDY.
DIRECTIONS.
MAY TAKE one, two or three teaspoonfuls before or after meals and at bedtime. Children less according to age. May commence with small doses and increase to full dose or more, as the case would seem to require.
This great remedy is recommended for kidney, liver, bladder and Uric Acid troubles and disorders due to weak kidneys, such as catarrh of the bladder, gravel, rheumatism, lumbago and Bright's Disease, which is the worst form of kidney disease. It is pleasant to take.
PREPARED ONLY BY
DR. KILMER & CO.,
BINGHAMTON, N. Y.
Sold by all Druggists.

Reproduction (reduced) of three labels from Swamp Root bottles of different periods. Note the gradual modification from the "lie direct" to the "lie with circumstance."

* * * *

"What is Swamp Root? Essentially, it is alcohol, sugar, water, and flavoring matter, with a slight laxative principle. According to its label, it 'contains the active medicinal properties of Swamp Root, Field Herbs, and Healing Balsams.' But these ingredients are of such inconsiderable potency in the small amount contained, that they are practically negligible. Alcohol is the chief drug constituent of the mixture, the alcoholic strength being 9 per cent., about that of champagne. The prescribed dose is one, two, or three teaspoonfuls *or more* (without limit), four times a day. That is, the patient who takes Swamp Root according to directions is getting a steady and considerable dosage of alcohol. And this, bear in mind, is prescribed for all kidney, bladder and liver diseases."

* * * *

"To sum up: While there is nothing in Swamp Root which will cure the patient of any of the diseases specified in its promises, there are at least two main ingredients which will, in afflictions for which the nostrum is prescribed, give the sufferer a helping hand toward the grave."

* * * *

"For the benefit of those who may be tempted by its specious advertising, I will state once more as definitely as possible—and if I am wrong in any of these statements, both *Collier's* and myself are liable for libel—three facts to be borne in mind:

"That Swamp Root will not and cannot cure kidney, liver, or bladder disease;

"That, used in such diseases, it will often be harmful; and

"That it may sometimes even kill."

Misbranded.—A shipment of Swamp Root was consigned by Dr. Kilmer & Co., Binghamton, N. Y., to Porto Rico. Falsely and fraudulently advertised (in labels and circulars printed in German, Spanish, Italian, Portuguese and French) as a treatment for Bright's disease, acute nephritis, cancer of the liver, acute and chronic gonorrhea, etc. Court ordered entry of a decree of condemnation and forfeiture, and the product was delivered to Dr. Kilmer & Co., after the concern had paid the costs of the proceedings, and given a bond for $150.—[*Notice of Judgment No. 5946; issued Nov. 23, 1918.*]

WARNER'S SAFE REMEDY

"Warner's Safe Remedy for the Kidneys and Liver and Bright's Disease" was sold, not long ago, as "Warner's Safe Cure for Kidney and Liver, Bright's Disease, Urinary Disorders, Female Complaints, General Debility, Malaria and all Diseases caused by Disordered Kidneys and Liver." The company that puts the product on the market was known, until recently, as Warner's Safe Cure Company, Rochester, N. Y. It is now "Warner's Safe Remedies Company." The Warner concern is said to be leased by, and practically a subsidiary company of, the New York and Kentucky Company, distillers and wholesale liquor dealers of Rochester, whose business is frankly and openly the manufacture of whiskies. Another subsidiary concern of the New York and Kentucky Company is the Duffy Malt Whiskey Company.

The history of Warner's Safe Remedy is typical of the "patent medicine" business. In the free and easy days, before the public was protected by the Food and Drugs Act, Warner's Safe Cure was advertised extensively—and fraudulently. Efforts were made to impress on the well and the sick the falsehoods that most aches and pains are due to diseased kidneys; that a pain in the back is a sure sign of Bright's disease, and that the only sure cure is the Warner nostrum. The concern went even further in its attempt to frighten people into purchasing Warner's Safe Cure. The advertisements contained what purported to be a sure and simple test for kidney disease. This "test" was led up to by such "scare" claims as:

"At every stroke of the clock a human life goes out. Nearly one-half of all deaths are the result of kidney disease. Nine men and women out of every ten have kidney trouble. If in doubt, try this simple home test":

"Diseased kidneys cause more sickness, suffering and serious complicatrons than any other disease. Thousands of people have kidney trouble and do not know it. If in doubt make this test":

"Thousands of men and women have kidney disease and do not know it until it is too late. This simple test will tell":

The "test" by which the susceptible were to be frightened into a belief that they were seriously ill was described thus:

"Put some morning urine in a glass or bottle; let it stand for twenty-four hours. If then it is milky or cloudy or contains reddish brick-dust sediment, or if particles or germs float about in it, your kidneys are diseased. This is the supreme moment when you should begin to take Warner's Safe Cure to arrest all these unnatural conditions, for they are the unmistakable symptoms of kidney disease."

They are "unmistakable symptoms" of nothing of the sort. Practically any normal urine from a perfectly healthy individual will become more or less cloudy after standing twenty-four hours. "Brick-dust sediment" indicates nothing more serious than a concentrated urine and is not an "unmistakable symptom" of "kidney disease." How much mental anguish has been caused by, and how many poor devils have been frightened into purchasing this preparation through the suggestion contained in the "test" just quoted there is no means of knowing. That it brought in a golden harvest to the stockholders in Warner's Safe Cure Company, can not be doubted.

WARNER'S
"SAFE"
CURE
FOR KIDNEY & LIVER AND
BRIGHT'S DISEASE
JAUNDICE
GRAVEL STONE
CATARRH OF BLADDER
PAIN IN BACK
HEADACHE
DROPSY
DYSPEPSIA
INFLAMMATION OF KIDNEYS, LIVER & URINARY ORGANS
TUMOURS
SORES
BOILS
CARBUNCLES
ERUPTIONS
CONVULSIONS
FEMALE COMPLAINTS, CHANGE OF LIFE, BENEFICIAL IN GESTATION
DEBILITY, MALARIA, KRANT BLOOD, SKIN AND OTHER DISEASES
CAUSED BY DERANGED KIDNEYS AND LIVER
Keep in a cool place & corked. Shake bottle well before using.
DIRECTIONS
DOSE for ADULTS one Tablespoonful 5 or 6 times a day taken neat, or in an equal amount of Warners Water Cold Water or Milk
Keep the Bowels open with Warners Safe Pills only
DIET and Regulations to be observed in treatment of the different ailments will be forwarded on application. Attention is specially called to the Medical Pamphlet which accompanies this bottle
Price 2s 9d a Bottle.
H. H. Warner & Co. Ltd
LONDON
TRANSPORT Pty
MELBOURNE AUS
WARNER'S
SAFE
REMEDY
FOR THE KIDNEYS AND LIVER AND
BRIGHT'S DISEASE
ALCOHOL 15½ PER CENT
GUARANTEED BY WARNER'S SAFE REMEDIES CO
UNDER THE FOOD AND DRUGS ACT, JUNE 30 1906
U S SERIAL NO 5017
THIS MEDICINE IS NOT GENUINE IF THE PRIVATE STAMP OVER CORK BEARING FIRM'S SIGNATURE BE BROKEN TAMPERED WITH OR MISSING
DIRECTIONS
DIET
Warner's Safe Remedies Co
ROCHESTER NEW YORK U.S.A.

Reduced facsimiles of the Warner labels as used in the United States (on the right) and in the British Isles (on left) after the passage of the Food and Drugs Act. Notice that the "Cure" became a "Remedy" in the United States and the range of diseases for which the stuff is, or was, recommended is much smaller on this side of the Atlantic.

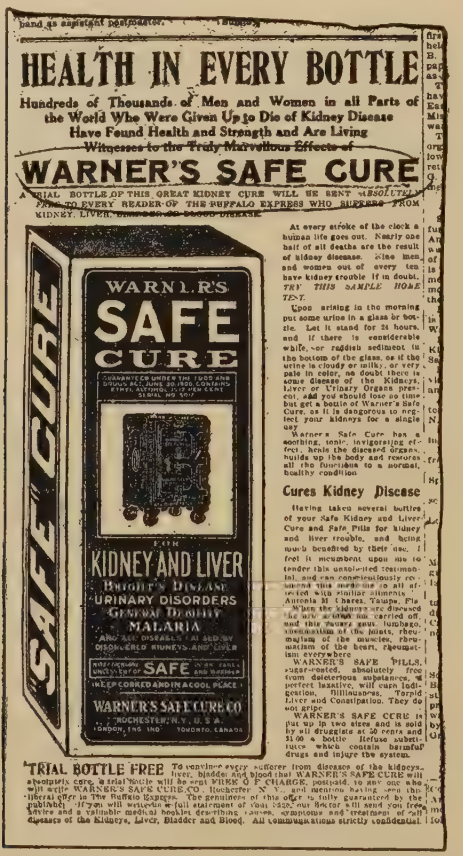
With the coming of the Food and Drugs Act, the cruder and more evidently false claims made for this nostrum began slowly to disappear. For some years, however, the lying continued in the newspaper advertising, although certain modifications were made in the labels and cartons. The labels and cartons used in Great Britain, however, continued to bear the same false statements years after the change had been made in the American labels. Such statements as those that follow continued to accompany the trade package of Warner's Safe Cure as sold in Great Britain, long after similar falsehoods had been eliminated from the trade package of the Warner nostrum sold in the United States:

"Warner's Safe Cure is a purely vegetable preparation. . . ."
"It is the only recognized specific."
"Warner's Safe Cure is the most wonderful and beneficent medicine known."
"Backache is the one sure sign of deranged kidneys."

At various times this nostrum has been analyzed and the composition of the product has been described. According to a quotation appearing in the report of

the Australian Royal Commission on Secret Drugs, Cures and Foods, the following formula for Warner's "Safe Kidney and Liver Cure" was furnished the German government in accordance with the law:

Extract lycopus virginiana	308	grains
Extract hepatica (herb)	322	grains
Extract gaultheria	7½	grains
Potassium nitrate	39	grains
Alcohol (90 per cent.)	2½	ounces
Glycerin	10	drams
Water sufficient to make	1	pint


HEALTH IN EVERY BOTTLE
Hundreds of Thousands of Men and Women in all Parts of the World Who Were Given Up to Die of Kidney Disease Have Found Health and Strength and Are Living
Witnesses to the Truly Marvellous Effects of
WARNER'S SAFE CURE
A TRIAL BOTTLE OF THIS GREAT KIDNEY CURE WILL BE SENT ABSOLUTELY FREE TO EVERY READER OF THIS PAPER WHO SUFFERS FROM KIDNEY, LIVER, BLADDER OR BLOOD DISEASE
At every stroke of the clock a human life goes out. Nearly one half of all deaths are the result of kidney disease. Nine men and women out of every ten have kidney trouble if in doubt, TRY THIS SIMPLE HOME TEST.
Upon arising in the morning put some urine in a glass or bottle. Let it stand for 24 hours, and if there is considerable white, sor reddish sediment in the bottom of the glass, or if the urine is cloudy or milky, or very pale in color, no doubt there is some disease of the Kidneys, Liver or Urinary Organs present, and you should lose no time but get a bottle of Warner's Safe Cure, as it is dangerous to neglect your kidneys for a single day.
Warner's Safe Cure has a soothing, tonic, invigorating effect, heals the diseased organs, builds up the body and restores all the functions to a normal, healthy condition.
Cures Kidney Disease
Having taken several bottles of your Safe Kidney and Liver Cure and Safe Pills for kidney and liver trouble, and being much benefited by their use, I feel it incumbent upon me to tender this unsolicited testimonial, and can conscientiously recommend this medicine to all afflicted with similar ailments.
Antonia H. Chares, Taupo, Fla.
When the kidneys are diseased the uric acid is not carried off, and this poison gives lumbago, rheumatism of the joints, rheumatism of the muscles, rheumatism of the heart, pleurisy, rheumatism everywhere.
WARNER'S SAFE PILLS, sugar-coated, absolutely free from deleterious substances, a perfect laxative, will cure indigestion, biliousness, torpid liver and constipation. They do not gripe.
WARNER'S SAFE CURE is put up in two sizes and is sold by all druggists at 50 cents and $1.00 a bottle. Refuse substitutes which contain harmful drugs and injure the system.
WARNER'S SAFE CURE
FOR
KIDNEY AND LIVER
BRIGHT'S DISEASE
URINARY DISORDERS
GENERAL DEBILITY
MALARIA
WARNER'S SAFE CURE CO.
ROCHESTER, N.Y., U.S.A.
LONDON, ENG. IND. TORONTO, CANADA
SAFE CURE
TRIAL BOTTLE FREE To convince every sufferer from diseases of the kidneys, liver, bladder and blood that WARNER'S SAFE CURE will absolutely cure, a trial bottle will be sent FREE OF CHARGE, postpaid, to any one who will write WARNER'S SAFE CURE CO., Rochester N. Y., and mention having seen this liberal offer in The Buffalo Express. The genuiness of this offer is fully guaranteed by the publisher. If you will write a full statement of your case, our Doctor will send you free advice and a valuable medical booklet describing causes, symptoms and treatment of all diseases of the Kidneys, Liver, Bladder and Blood. All communications strictly confidential.

A typical Warner advertisement of a few years ago. Notice the "scare stuff" and the misleading "home test."

It is reported that as long ago as 1887 the Health Department at Karlsruhe issued a warning to the public against the use of Warner's Safe Cure and closed its pronouncement with the statement: "We warn you against buying this useless medicine."

From the formula given above, it will be seen that the essential drugs in the nostrum are alcohol and potassium nitrate. In 1907 the North Dakota Agricultural Experiment Station analyzed the stuff and it, too, found potassium nitrate

and alcohol as, also, did the chemists of the British Medical Association in 1909. Still more recently the laboratory of the American Medical Association has examined Warner's Safe Remedy with the following results:

LABORATORY REPORT

One bottle of Warner's Safe Remedy, manufactured by the Warner's Safe Remedies Co., Rochester, N. Y., was submitted to the Chemical Laboratory for examination. The bottle contained a brown murky liquid, having an aromatic flavor, the odor of oil of wintergreen being quite pronounced. The specific gravity of the liquid at 15.6 C. was 1.0653. Qualitative tests demonstrated the presence of potassium, trace of sodium, nitrate, glycerin, alcohol, and extractive matter.

Quantitative estimations yielded the following:

Alcohol (by volume)	14.40 per cent.
Glycerin (by weight)	7.72 per cent.
Pot. nitrate (calculated from 0.68 per cent. potassium)	1.75 per cent.

Each fluid ounce (two tablespoonfuls) contains essentially 4.5 c.c. of 95 per cent. alcohol, 2 c.c. (½ fluid drachm) glycerin and .55 gm. (8½ gr.) potassium nitrate with extractive matter.

Here, then, we have a preparation sold inferentially for the cure of Bright's disease and consisting essentially of alcohol,[1] glycerin and potassium nitrate, with extractives. Alcohol, of course, is contra-indicated with inflammatory diseases of the kidney. Potassium is a kidney irritant and would tend to aggravate any inflammation that might exist. The label on the bottle of Warner's Safe Remedy declares the presence of 15.5 per cent. alcohol and recommends a dosage of one tablespoonful four to six times a day. The circular wrapped around the bottle recommends "one tablespoonful six or eight times a day." Taken at the maximum dose recommended, one large (pint) bottle of Warner's Safe Remedy would last four days. Such a bottle of Warner's nostrum contains an amount of alcohol equivalent to the alcohol in 5 ounces of whisky This means that the person suffering from Bright's disease who buys Warner's Safe Remedy and takes it according to directions may get the equivalent of 5 ounces of whisky every four days. In addition to this he may also be getting a daily dose of 34 grains of potassium nitrate to irritate the kidneys further.

Not only, then, will Warner's Safe Remedy not cure Bright's disease but it may hasten the death of the sufferer who takes it. Those who, suffering from diseases of the kidneys, rely on Warner's Safe Remedy, will, without question, shorten their lives.—(*From The Journal A. M. A., Dec. 19, 1914.*)

THE DR. D. A. WILLIAMS COMPANY

"The Williams Treatment," according to the Dr. D. A. Williams Company, which sells it on the mail-order plan from East Hampton, Conn., "conquers kidney and bladder diseases, rheumatism and all other ailments when due to excessive uric acid." The Dr. D. A. Williams concern is not operated by Dr. D. A. Williams, in fact, so far as our records show, and they are based on official data, D. A. Williams is not an "M.D." The company is practically owned by a man who used to be a traveling salesman, although an attorney also seems to have an interest in this mail-order "kidney cure."

Some years ago D. A. Williams was operating a little mail-order concern of his own, and his letterheads described him as "Dr. D. A. Williams, Specialist in Diseases of the Kidneys and Bladder." He signed these letters "Dr. D. A.

1. Warner's Safe Remedy now contains no alcohol. Glycerin is the solvent. The advent of national prohibition was given, by the manufacturers, as the cause of the elimination of alcohol.

Williams." This concern, also conducted at East Hampton, was some years later succeeded by the present company, which was incorporated under the Connecticut laws in 1906. So well has this medical mail-order business succeeded that it gives the little village of East Hampton, with its population of about 1,500, a postoffice of the second class.

At the time that D. A. Williams was running "on his own" he was featuring "Dr. Boies' Specific," a "combination of purely herbal ingredients" and "the Only Known Complete Cure for Chronic Cases." Williams modestly advertised: "All kidney and bladder diseases permanently cured at small cost." As a side line D. A. Williams also sold—on the mail-order plan—"Urethral Balm," which he had "perfected" and sold as a "permanent cure for Prostatic troubles, Stricture, and all Urethral and Womb troubles of man and woman." He had, too, a "Nerve Tonic," which was offered, "Private to Men," as "a remedy for Nervous Debility, Nerve Decay, Impotency, Vital Losses and Kindred Ailments."

Today the Dr. D. A. Williams Company sells, not "Dr. Boies' Specific," but the "Williams Treatment," and there is but a passing reference in some of the advertising matter to "Urethral Balm." The Williams booklets perpetuate the stock fallacies of the kidney cure vendor. The old falsehood that the "first warning" of kidney disease "is a sore and aching back" is solemnly repeated. That common fallacy of the layman that diabetes is a kidney disease appears in the statement "diabetes is one of the most prevalent diseases of the kidneys", it is "the result of a minor trouble commonly known as 'kidney trouble.'"

The Williams concern explains why it does business with the public direct instead of offering its "treatment" through the druggists. The first reason is a charge against druggists "of substituting other treatments, saying they are just as good, where in reality they have but little affinity for the disease"; the second reason is that it would be necessary for the company to "double the price of the treatment"; third, the drugs in the drug store are often purchased in large orders and therefore "the goods often become stale, losing much of their remedial value."

During the past five or six years THE JOURNAL has received specimens of the follow-up letters and other advertising matter sent out by the Dr. D. A. Williams Company. Sometimes these letters were signed by "Theodore Flaacks, Pres."; sometimes "J. M. Stearns, Manager"; and occasionally "Dr. E. E. Williams, Medical Advisor." Who the Dr. E. E. Williams is that acts as medical advisor to this concern we do not know. According to our records, the only Dr. E. E. Williams licensed to practice in Connecticut lives in the little village of Moodus, about 5 miles from East Hampton. He was licensed in 1893, but our records fail to show that he is a graduate of any medical college.

It seems that the Williams concern, in common with most mail-order medical concerns, disposes of its "sucker lists" after they have ceased to be profitable. A company in New York City which made a business of purchasing for subsequent rental or resale *original letters* written to medical mail-order concerns, listed under its "Kidney Letters" the following:

62,366.....DR. D. A. WILLIAMS, 1901 TO 1906.
29,076.....DR. D. A. WILLIAMS, LATE 1906 TO 1910.
8,655.....DR. D. A. WILLIAMS, LATE 1900 TO 1909.

In accordance with the tenets of empiricism, the public, which is asked to pour this nostrum down its throat, is given no hint as to what there is in it. But:

"The Williams Treatment is different from any Kidney or Bladder remedy on the market. Its ingredients are scientifically blended and of a distinctly curative nature. It does *more* than merely deaden pain and give short relief. It is pure and wholesome and *does not* contain Alcohol, Morphin, Opium, Cocain, Saltpeter or Dangerous Drugs.

"It expels Uric Acid, helps to sterilize the urine, cleanses the kidneys and gives tone and strength to their tubular cells. It is a restorative of Kidney Vitality and casts out poisonous matter whether of a toxic nature or not. It cleanses the bladder and quells inflammation of its mucous surface and its effect on calculus or gravel formation is to aid in their dissolution. It is unequalled in building up weak urinary ducts and glands and a great aid to natural passage of urine."

The Dr. D. A. Williams Company sends, to those who write for it, a free sample, emphasizing that this is but a trial and that the recipient should purchase at least a full-sized bottle, $1.25—"6 bottles for $6.00." A letter, printed to simulate an individual typewritten communication, is also sent, explaining that "Dr. Williams has treated uric acid conditions for more than thirty-six years and he varies the treatment to meet the demands for each different condition." For this reason the prospective purchaser is urged to fill out the symptom blank so that advice "concerning diet and other matters" may be sent.

Several bottles of the Williams Treatment were purchased and submitted to the Association's laboratory for examination. Here is the result:

LABORATORY REPORT

"The Williams Treatment is a dark reddish brown mixture with the odor of wintergreen or methyl salicylate. It contains considerable undissolved crystals which pass into solution when water is added to the 'treatment.' Acetate, bicarbonate, caramel, potassium, traces of formate and of salicylate were found present. No nitrogenous drugs or alkaloids could be detected. Potassium was the only metal found. Samples vary somewhat in the quantities of the constituents found but are approximately as follows:

"Residue when dried at 100 C. (including undissolved crystals) 57 gm. in 100 c.c.
"Potassium acetate (calculated from total volatile acids) 48 gm. in 100 c.c.
"Potassium bicarbonate 7 gm. in 100 c.c.

"The formate found was in very small amounts and may have been formed from the caramel color during the distillation with acid. The salicylate, also in very small amount, no doubt came from the methyl salicylate or oil of wintergreen.

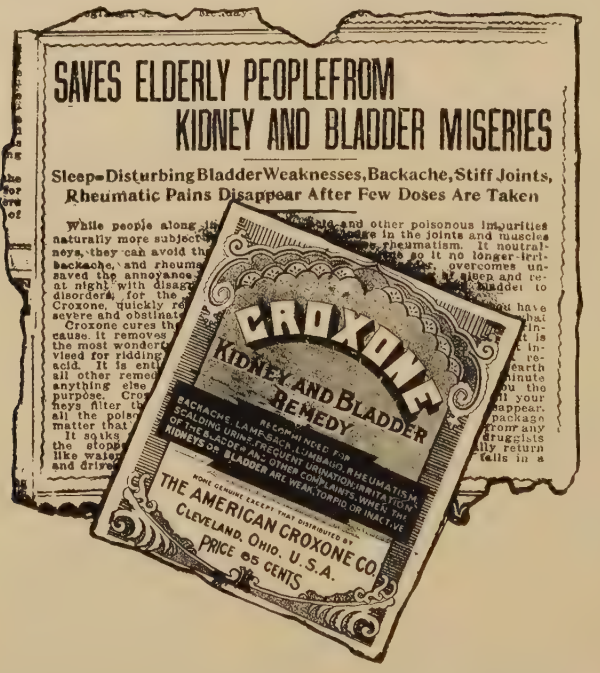
"From this examination we conclude that the Williams Treatment is essentially a mixture containing, in 100 c.c., 48 gm. potassium acetate in solution and about 7 gm. potassium bicarbonate, the latter being largely undissolved. The mixture is colored with caramel and flavored with oil of wintergreen or methyl salicylate."

A study of "patent medicines" makes it possible to deduce with a fair degree of accuracy the probable composition of these products. Nostrums of the "headache cure" type, for example, may be counted on to contain acetanilid, phenacetin or antipyrin; the "tonics" and "female weakness cures" invariably have for their most active drug, alcohol; the epilepsy "cures" contain, of course, bromids. Remedies for the self treatment of diseases of the kidneys—and also for diabetes, for the nostrum maker fosters the common fallacy that diabetes is a "kidney disease"—practically always contain as their most active ingredient a diuretic. The "Williams Treatment" runs true to type. For all practical purposes, the "treatment" may be said to be a simple solution of potassium acetate, colored and flavored. From a public health standpoint, there are several objections to the Williams Treatment: first, kidney disease is much too serious a condition to be self-treated; second, attempts to diagnose and treat ailments on the mail-order plan are the sheerest quackery; third, the Williams nostrum is secret in composition; and fourth, analysis shows the preparation contains a renal irritant which may seriously damage a kidney whose structure is already in a state of acute or chronic inflammation.—(*From The Journal A. M. A., May 31, 1919.*)

SOME BRIEFER PARAGRAPHS

Alaska Kidney Pills.—These pills, according to the state chemists of North Dakota, are put out by one J. V. Quick of Wahpeton, N. D., and when analyzed were found to be essentially powdered buchu heavily coated and colored.

Croxone.—The American Croxone Co., Cleveland, Ohio, distributed this product. The government chemists reported that each small box of the product contained 32 capsules in each of which was a white-coated pill and a red oil. The oil was essentially a small amount of oil of pine or oil of juniper dissolved in a fatty oil or mixture of oils. The pill consisted essentially of strychnin, a trace of brucin, aloin, hexamethylenamin, lithium carbonate,


SAVES ELDERLY PEOPLE FROM KIDNEY AND BLADDER MISERIES
Sleep-Disturbing Bladder Weaknesses, Backache, Stiff Joints, Rheumatic Pains Disappear After Few Doses Are Taken
CROXONE
KIDNEY AND BLADDER REMEDY
RECOMMENDED FOR RHEUMATISM, BACKACHE, LAME BACK, LUMBAGO, SCALDING URINE, FREQUENT URINATION, IRRITATION OF THE BLADDER AND OTHER COMPLAINTS WHERE THE KIDNEYS OR BLADDER ARE WEAK, TORPID OR INACTIVE
NONE GENUINE EXCEPT THAT DISTRIBUTED BY
THE AMERICAN CROXONE CO.
CLEVELAND, OHIO, U.S.A.
PRICE 25 CENTS

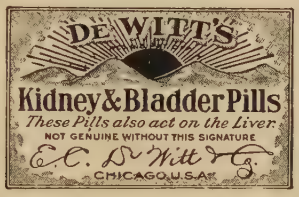
potassium nitrate and probably a trace of atropin. The stuff was sold as a "cure" for rheumatism and kidney disease and a preventive of dropsy and "gravel." These claims were declared false and fraudulent and applied knowingly. The company was fined $25 and costs.—[*Notice of Judgment No. 4386; issued Sept. 12, 1916.*]

"Bloodine Blood and Kidney Tablets," "Checkers" and "To-Ni-Ta."—A consignment of these products was shipped in October, 1913. The "Bloodine Blood and Kidney Tablets" were represented as effective "for all kidney, liver, bladder and blood diseases, Bright's disease, diabetes, pain in the back . . . and nervous debility." They contained methylene blue, hexamethylenamin and salicylates. The bottles of "Checkers" were labeled: ". . . the different medicine, a guaranteed cure for stomach, liver, kidney, nerve and blood diseases" and for ". . . catarrh, consumption, bronchitis . . . dyspepsia, heart disease. . . malaria . . . female complaints . . ." The bottles of Tonita were labeled ". . . Mucous Membrane Bitters . . . a positive cure for

consumption, bronchitis . . . catarrh . . . heart disease . . . appendicitis . . . nervousness, female complaints . . . sexual weakness . . ." As many of the claims made for all these nostrums were false and misleading, the court, on Nov. 3, 1915, declared all the packages misbranded, and, no claimant having appeared, ordered that the shipment should be destroyed by the United States marshal.—[*Notice of Judgment No. 4343; issued Aug. 8, 1916.*]

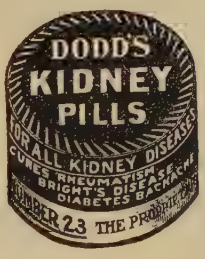
Blue Bell Kidney Tablets.—The Blue Bell Medicine Company, Watertown, S. D., sold this preparation. According to the state chemists of North Dakota these tablets when analyzed were found to contain starch, potassium nitrate, buchu and probably digitalis and squill. The same chemists report that the chocolate coating of these tablets was "found to be principally iron oxid in which arsenic was found to be in excess of the permissible limit."

De Witt's Kidney and Bladder Pills.—The Kansas State Board of Health in its Bulletin for April, 1911, reported that these pills made by E. C. DeWitt


DE WITT'S
Kidney & Bladder Pills
These Pills also act on the Liver
NOT GENUINE WITHOUT THIS SIGNATURE
E. C. DeWitt & Co.
CHICAGO, U.S.A.

& Co. of Chicago "contained methylene blue, juniper, potassium nitrate, starch and a salt of iron."

Dodd's Kidney Pills.—These were analyzed a few years ago by the chemists of the British Medical Association, who reported that the principal ingredient was potassium nitrate. Other constituents found were baking soda, soap, hard

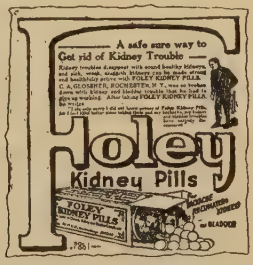


paraffin, wheat flour, powdered turmeric and minute quantities of resins and plant extractives. Practically the same findings were reported by the state chemists of North Dakota in their 1915 *Bulletin.*

Druna Queensroot Blood Compound.—The National Union Drug Assoc., Grand Rapids, Mich., shipped a quantity of this nostrum in April, 1913. When analyzed by the Bureau of Chemistry, the product was found to be a syrup containing 3.1 per cent. of alcohol by volume, with sugars and glycerin and a trace of arsenic; the odor and taste indicated sarsaparilla compound. The claims made for the stuff as to its efficacy in blood and kidney diseases and kindred ailments were held to be false and fraudulent and to constitute misbranding. Accordingly, the court, on June 14, 1916, imposed a fine of $75.—[*Notice of Judgment No. 4884; issued Sept. 25, 1917.*]

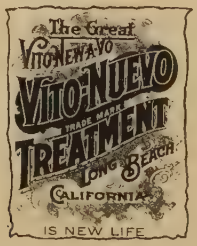
Fenner's Kidney and Backache Remedy.—Shipped in January, 1913, by the M. M. Fenner Co. Analysis showed the stuff to contain over 11 per cent. alcohol, potassium acetate and methyl salicylate. Falsely and fraudulently represented as a cure for inflammation of the kidneys, catarrh of the bladder, heart disease, leukorrhea, etc. Fine, $25.—[*Notice of Judgment No. 6119; issued Aug. 3, 1918.*]

Foley's Kidney Remedy.—This used to be "Foley's Kidney Cure" and was put on the market by Foley & Company, Chicago. The chemists of North Dakota reported that the preparation "contains 7.36 per cent. alcohol and the



solids are nearly all glycerin with a small amount of caramel as color and an emodin-bearing cathartic."

Great Vito-New-A-Vo.—This nostrum put out by one P. H. Goodwin, Long Beach, Cal., under the name "Vito-Nuevo Treatment" was analyzed by the state chemists of North Dakota, who in their November-December, 1919,

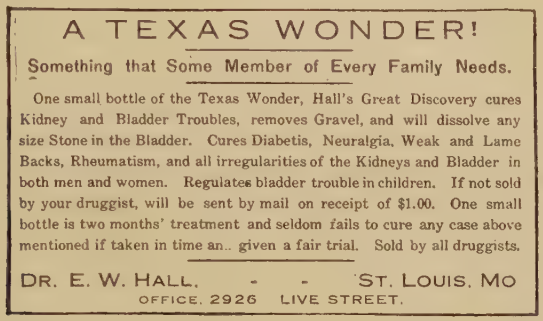


Bulletin declared: "Analysis showed a small amount of sodium sulphate, potassium carbonate and free alkali."

Griswold's Kidney Pills.—The Kansas Board of Health *Bulletin* for 1910 reports that these pills, marketed by the Griswold Drug Company, Winterset, Iowa, "contained 71 per cent. organic solids with potassium nitrate and calcium and magnesium salts."

Hall's Texas Wonder.—"Texas Wonder," made by E. W. Hall, St. Louis, Mo., has been sold under the claim that it was a cure for all kidney and bladder troubles, diabetes, neuralgia, rheumatism and various other conditions. Analyzed by the federal chemists, it was reported to be essentially a water-alcohol (alcohol, 41.6 per cent.) solution of an oleoresin such as gum turpentine or venice turpentine with copaiba and oil of turpentine. The stuff has been declared misbranded on the ground that the curative claims made for it were false and fraudulent and on the further ground that as the label of the

product bore the statement "Dr. E. W. Hall, sole manufacturer" the public would be led to believe that "Texas Wonder" was manufactured by a physician, whereas E. W. Hall was not a physician.—[*Notices of Judgment No. 5957, issued June 14, 1918; No. 6176, issued Aug. 21, 1918, and No. 6337, issued May 10, 1919.*]


A TEXAS WONDER!
Something that Some Member of Every Family Needs.
One small bottle of the Texas Wonder, Hall's Great Discovery cures Kidney and Bladder Troubles, removes Gravel, and will dissolve any size Stone in the Bladder. Cures Diabetis, Neuralgia, Weak and Lame Backs, Rheumatism, and all irregularities of the Kidneys and Bladder in both men and women. Regulates bladder trouble in children. If not sold by your druggist, will be sent by mail on receipt of $1.00. One small bottle is two months' treatment and seldom fails to cure any case above mentioned if taken in time an.. given a fair trial. Sold by all druggists.
DR. E. W. HALL. - - ST. LOUIS. MO
OFFICE. 2926 LIVE STREET.

Hill's Kidney Kaskara Tablets.—These tablets were put out by the W. H. Hill Co. of Detroit, Mich., and, according to government analysis, were an iron oxid, sugar-coated tablet, carrying emodin, caffein, acid resin, magnesium carbonate and talcum. It was sold as a remedy for diabetes, Bright's disease, "consumption of the kidneys," renal calculi, etc., claims which were obviously false and fraudulent. The company filed a motion to quash the information, but the motion being denied, the company pleaded guilty and was fined $50.—[*Notice of Judgment No. 4993; issued Jan. 30, 1918.*]

Jamun Compound.—This alleged "treatment for diabetes," was put on the market by the Jamun Company, Minneapolis, Minn. According to the label on the bottle the "formula" for this preparation is:

"Alcohol 4 per cent. Each fluid ounce contains: Jamun and Jamrosin Comp. 15 m., Sterculia Acuminata Ext. 10 m., Illicum Verum Ext. 10 m., Linum Ext. 10 m., combined with 5 m. each of F. E. Calamus, Chinchonia, Matico and Condurango."

Several variants of the formula seem to have been sent out by the Jamun Company in different circulars. One circular substitutes "Jamin Seed"" for "Jamun and Jamrosin," while "Sod. Salicylate and Sodium Bicarbonate" are added to the list of ingredients. In another circular "Jamin seed and bark" replaces "Jamun and Jamrosin" while "Matico and Condurango" are omitted; "Sod. Salicylate and Sodium Bicarbonate" are not mentioned, although "Bisulphate Soda" is added.

The formula is, of course, meaningless and absurd. Some of the drugs are still in use—although not in diabetes—while others are worthless and absurd. "Jamun" or "Jamin" or "Jamrosin" are the "mysterious strangers" of the formula and are doubtless put in for the purpose of mystification. Comparison of the alleged formula of Jamun Compound with that for "Expurgo Anti-Diabetes" described elsewhere, discloses a certain resemblance and suggests that possibly the mysterious "Jamun" and "Jamrosin" may be jambul seed and bark. Needless to say Jamun Compound never cured a case of diabetes and never will.—(*From pamphlet, "Nostrums for Kidney Diseases and Diabetes," 1917.*)

Kennedy's Cal-Cura Solvent.—Dr. D. Kennedy's Cal-Cura Solvent was a cure-all put on the market by the Dr. David Kennedy Company, Rondout, N. Y. According to the government chemists the preparation was a watery, alcoholic, sweetened liquid containing 2.44 per cent. potassium acetate, 16.75 per cent. alcohol, 52.46 per cent. cane sugar and vegetable matter resembling mint, cardamom and boneset. Reading the claims made for this preparation one might get the impression that there could be few ills that it would not cure. To quote a few of them:

"Dissolves and eliminates lithic acid from the Blood; Gravel and Limestone formations from the Kidneys and Bladder; and Gallstones from the Liver."

"Cures Diabetes, Bright's Disease, Constipation of the Bowels, Dyspepsia and all diseases peculiar to women."

"Cures all Constitutional Diseases of the Blood; Scrofula, Cancer, and Canker Humors, Rheumatism and Rheumatic Pains of the Joints and Muscles."

". . . prevents appendicitis."

Naturally, the federal authorities declared that these claims and a number of others equally preposterous were "false and fraudulent" and were applied "knowingly and in reckless and wanton disregard of their truth or falsity." The court imposed a fine of $50.—[*Notice of Judgment No. 3770; issued July 13, 1915.*]

Kidney Remedy.—This preparation, put on the market by the Minnesota Pharmacal Manufacturing Company of St. Paul, was analyzed by the chemists of North Dakota who reported in their November-December, 1916, *Bulletin:* "Contains 22 per cent. alcohol; depends on buchu, juniper and potassium acetate for its therapeutic action."

King's Kidney Remedy.—George L. King, Kingfisher, Okla., shipped in December, 1916, a quantity of nostrum called "King's Kidney Remedy." The Bureau of Chemistry analyzed this preparation and reported finding uva-ursi, sarsaparilla, cascara, gentian, senna, poke root, buchu, wild cherry bark, dandelion, yellow poplar, stillingia, hydrangea, and possibly, in addition prickly ash, black cohosh, golden seal and coriander. The stuff was sold under the false and fraudulent claim that it was an effective remedy for lumbago, rheumatism, sciatica, neuralgia, diabetes, dropsy and any irregularity of stomach, liver, kidneys or urinary organs, "when in truth and in fact it was not." In September, 1918, the defendant pleaded guilty and was fined $25 and costs.—[*Notice of Judgment No. 6516; issued Dec. 29, 1919.*]

Dr. Herman Koch's Brand Phosphate, Celery and Gin Compound.—This product, containing 32 per cent. of alcohol and bottled by Furst Bros. of Cincinnati, was shipped in December, 1913. According to the label, it was

"unequaled by any other remedy on earth as a Kidney, Bladder, Blood and Nerve Remedy." As this claim was unwarranted, and as the stuff contained no material amount of phosphate, it was declared to be misbranded. No claimant having appeared for the property, the court, on June 17, 1914, ordered that it should be destroyed by the United States marshal.—[*Notice of Judgment No. 3555; issued May 14, 1915.*]

Meyer's Red Diamond Kidney Tablets and Compound Extract of Sarsaparilla with Iodid of Potassium.—The Meyer Drug Company, St. Louis, Mo., shipped in January, 1918, a quantity of these two articles which the federal authorities declared were misbranded. Analysis of the "kidney tablets" by the Bureau of Chemistry showed that they contained salts of benzoic and boric acids, atropin and vegetable extractives among which were those of buchu and hydrangea. The tablets were falsely and fraudulently represented as effective cures for diseases of the kidneys, liver and urinary organs, lumbago, rheumatism, Bright's disease, diabetes, gravel, catarrh of the bladder and kindred diseases.

The "extract of sarsaparilla" was reported by the federal chemists to consist essentially of a syrup containing caramel, vegetable extractives, among which were those of glycyrrhiza and probably sarsaparilla, small amounts of potassium iodid, ferric chlorid and alcohol. This product was falsely and fraudulently represented as an effective cure for ringworm, tumors, syphilis, chronic rheumatism, etc. In November, 1920, the defendant company entered a plea of *nolo contendere* and was fined $25 and costs.—[*Notice of Judgment No. 8581; issued April 25, 1921.*]

McLean's Liver and Kidney Balm.—The North Dakota chemists in their November-December, 1916, *Bulletin,* state that this preparation, put out by J. H. McLean Medical Company, St. Louis, was "found to contain 11.88 per cent. of alcohol which is the most active constituent contained in the preparation."

Old Jim Fields Phosphate Dill and Gin.—"A sure cure for bladder and kidney trouble" was the claim made for this nostrum, a quantity of which was shipped in April, 1913, by Allenberg and Meister, Memphis, Tenn. A specimen analyzed by the Bureau of Chemistry was found to contain over 41 per cent. of alcohol, which was not declared on the label. It was falsely and fraudulently claimed that the nostrum was "a sure cure for bladder and kidney trouble." While the name indicated that the stuff contained material amounts of phosphate and dill, it, in fact, did not. The court, in April, 1915, imposed a fine of $25 and costs.—[*Notice of Judgment No. 3977; issued Oct. 21, 1915.*]

Phedrin.—Mary H. Kauffman, trading as the American Remedy Co., Philadelphia, sold this product. A quantity of it was shipped in July, 1913. According to the label: "When used as a Tea it removes Uric Acid and other impurities from the blood, and thus curing Rheumatism and similar diseases. . . . It is remarkable for affording relief in Dropsy, Diabetes and Bright's Disease, and it is a splendid Tonic and Appetizer." When analyzed by the Bureau of Chemistry it was found to consist only of the cut herb of a species of Ephedra. The claims made for the product were declared to be false and fraudulent. The court, on June 18, 1915, imposed a fine of $5.—[*Notice of Judgment No. 4136; issued April 19, 1916.*]

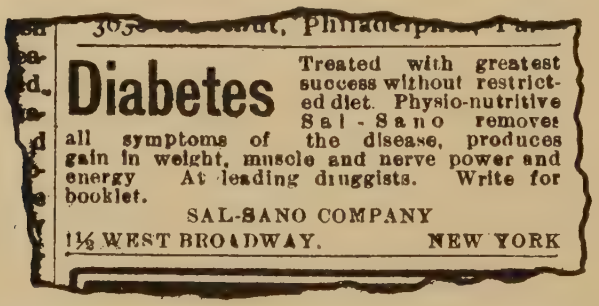
Phuton Kidney Remedy.—Shipped by Mastin L. Williams, Arkansas City, Kan. Analysis showed the stuff to consist largely of water with about 3.5 per cent. alcohol and small quantities of plant extractive, ammonium chlorid, salicylic and tannic acids, and oils of sassafras and wintergreen. Falsely and fraudulently advertised. Fine, $5 and costs.—[*Notice of Judgment No. 5619; issued April 29, 1918.*]

Pettinger's Kidney Remedy.—Marketed by the Wells-Richardson Company, Burlington, Vt. This preparation was analyzed by the North Dakota chemists, who reported "the sample contained a small amount of couch grass (Triticum), a few broken senna leaves and the bulk of the mixture consisted of crushed roasted beans."

Re-Sol-Vent.—This was said to be put out by the Resolvent Medicine Company (E. H. Taylor), Minneapolis, and to have been sold as a cure for diabetes. The North Dakota chemists state that the capsules were put up and sold through personal solicitation and correspondence, a charge of $25.00 being made for from 90 to 100 capsules. The North Dakota *Bulletin* reports that the sample it analyzed showed the capsules to contain 3¼ grains of quinin sulphate, the only ingredient present.

Sal-Sano.—Ernst Bischoff, New York City, who traded as the Sal-Sano Co., shipped in July, 1917, a quantity of Sal-Sano, which was misbranded. The Bureau of Chemistry reported that analysis showed this stuff to contain essentially:

Sodium chlorid (common salt)	19.9 per cent.
Sodium phosphate	13.6 per cent.
Sodium bicarbonate (baking soda)	42.2 per cent.
Sodium sulphate (Glauber's salt)	20 per cent.


Diabetes
Treated with greatest success without restricted diet. Physio-nutritive Sal-Sano removes all symptoms of the disease, produces gain in weight, muscle and nerve power and energy. At leading druggists. Write for booklet.
SAL-SANO COMPANY
1½ WEST BROADWAY. NEW YORK

This mixture was falsely and fraudulently represented as a cure for diabetes "when in truth and in fact it was not." In December, 1918, Bischoff pleaded guilty and was fined $100.—[*Notice of Judgment No. 6658; issued March 29, 1920.*]

Santal Pepsin Capsules.—Augustus R. Kaylor and Clara J. Sadd, Bellefontaine, Ohio, who did business under the trade name Santal Pepsin Co., shipped in interstate commerce a quantity of "Santal Pepsin Capsules" in May, 1917. When analyzed by the Bureau of Chemistry these were found to consist of soft gelatin capsules containing about 10 grains of a mixture of santal oil, methyl salicylate, salol and a tablet containing pepsin. It was falsely and fraudulently claimed on the trade packages that the preparation was a specific for all kidney and bladder troubles, gonorrhea, gleet, inflammation of the ovaries, rheumatism, Bright's disease and a number of other conditions. In November, 1918, Kaylor and Sadd pleaded guilty and were fined $175 and costs.—[*Notice of Judgment No. 6569; issued Feb. 21, 1920.*]

Schoenfield's Kidney and Liver Tablets.—These are a product of the S. Pfeiffer Manufacturing Co., St. Louis, and according to the Kansas Board of Health *Bulletin* for 1910, contain calcium carbonate and podophyllin.

Salvitae.—The American Apothecaries Co., Astoria, N. Y., shipped in May, 1918, a quantity of this product which was declared misbranded. When analyzed by the federal chemists, it was found to consist essentially of citric and tartaric acids with sulphates, carbonates or bicarbonates and phosphates

of magnesium, sodium, potassium and lithium with a trace of hexamethylenamin. It was falsely and fraudulently represented as a cure for gout, rheumatism, Bright's disease, inflammation of the bladder, kidney stone, etc. In November, 1919, a plea of guilty was entered and the company was fined $200.—[*Notice of Judgment No. 7923; issued Dec. 30, 1920.*]

Shores' Kidney and Liver Cure.—This was put out by the Shores Mueller Company of Cedar Rapids, Iowa, and, according to the Idaho Sanitary Inspector's *Report* for 1911-1912, was found to contain 6.35 per cent. alcohol.

Smith's Kidney Remedy.—This was sold as a cure for Bright's Disease, Gravel, Stone in the Bladder, Stricture, Varicocele, etc., by Abner Harvey Duncan, trading as the Smith Medicine Co., St. Louis, Mo. Government chemists declared: "Product is a hydro-alcoholic solution containing glycerin, potassium acetate, trace of alkaloids, and laxative extractive plant drug." The claims were declared false and fraudulent. Defendant pleaded guilty and was fined $10 and costs.—[*Notice of Judgment No. 4154; issued April 29, 1916.*]

Stuart's Buchu and Juniper Compound.—The government seized 144 packages of Stuart's Buchu and Juniper Compound put out by the Stuart Manufacturing Co. of Atlanta, Ga., and guaranteed by John B. Daniel of Atlanta, Ga. The stuff admittedly contained 16 per cent. alcohol and it was recommended as a remedy for "Weakness arising from Excesses, Habits of Dissipation, Early Indiscretion or Abuse"; for "inflammation of the Kidneys . . . Catarrh of the Bladder, Diabetes, Dropsy . . . and For All Diseases of the Urinary Organs in Either Sex." Many other equally extravagant claims were made for it. The government charged that the stuff was misbranded first in that the name "Buchu and Juniper Compound" was false and misleading because "in truth and in fact it contained no appreciable amount of buchu and juniper." It also charged that the therapeutic claims were false and fraudulent because the stuff contained no ingredient or combination of ingredients capable of producing the effects

claimed. John B. Daniel (Inc.) filed its claims and admitted the facts set forth in the libel. Judgment of condemnation and forfeiture was entered. The court ordered that as in its judgment the stuff might be relabeled under the supervision of the United States Food and Drug Inspector so that it would not violate the law, the product should be released and restored to the claimant on payment of the costs and the execution of a bond in the sum of $125.—[*Notice of Judgment No. 4583; issued March 15, 1917.*]

Dr. Swan's Liver & Kidney Remedy.—The National Remedy Company of New York City manufactured a nostrum called "Dr. Swan's Liver & Kidney Remedy." This was analyzed by the federal chemists who reported that it contained about 5 per cent. alcohol, over 32 per cent. sugar, more than 8 per cent. glycerin with small amounts of sodium salicylate, strychnin and some laxative plant drug, together with indications of juniper. It was sold under claims that led the purchaser to believe that it was an effective remedy for diseases arising from a disordered condition of the liver, stomach and bowels, for dyspepsia, female diseases and malaria and for the cure of diseases of the kidneys, stone in the bladder, etc. The federal authorities held that these claims were recklessly and wantonly false and fraudulent. The company pleaded guilty and was fined $25.—[*Notice of Judgment No. 4754; issued June 13, 1917.*]

E. K. Thompson's Barosma Compound.—This preparation, which, according to the label contained 25 per cent. grain alcohol (about one-half the strength of raw whisky) was put on the market by the Thompson Medical Company, Titusville, Pa. The preparation was analyzed by the federal chemists, who reported that the product was a watery-alcoholic solution, containing bromid of potassium (3.85 per cent.), potassium acetate (2.6 per cent.), extract of buchu and sugar (18.4 per cent.). The stuff was sold under the inferential claim that it was a cure for Bright's disease and other inflammations of the kidneys and under such specific claims as:

"A remedy for Chronic or Acute Inflammation of the Kidneys or Bladder and Ulceration of the same, Gravel or Stone in Bladder, Rheumatism, Sciatica . . . and Dropsy."
"Is a Splendid Remedy for . . . Rheumatism, Sciatica."

These and other statements the federal officials charged were "false and fraudulent" and made "knowingly and in reckless and wanton disregard of their truth or falsity." The court imposed a fine of $10 and costs.—[*Notice of Judgment No. 4114; issued April 19, 1916.*]

Vernal Palmettona.—This preparation of the Vernal Remedy Company, Leroy, N. Y., was formerly known as "Vernal Saw Palmetto Berry Wine." According to the state chemists of North Dakota, analysis indicated that this preparation was essentially an alcoholic solution, probably vinous, of emodin-bearing (laxative) drugs, salicylic acid and glycerin.

MEDICAL INSTITUTES

ADVANCED MEDICAL SCIENCE INSTITUTE

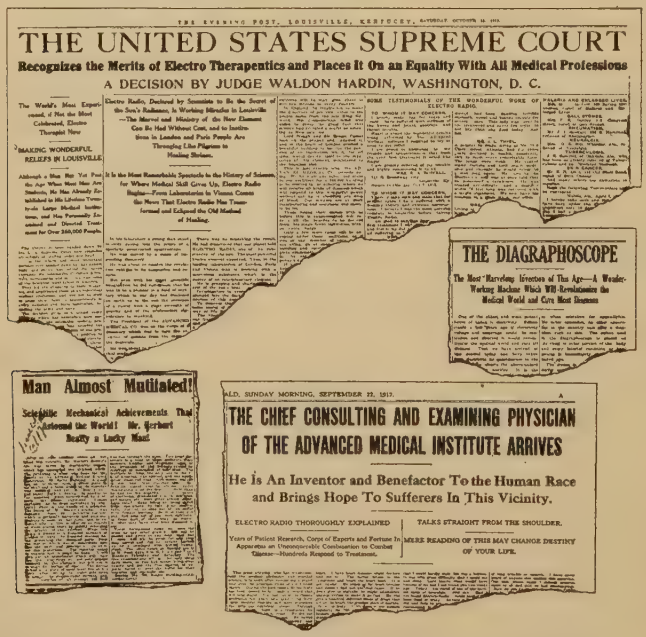
About Sept. 20, 1912, a quack concern styling itself variously the "Advanced Medical Science Institute," "Radio-Electric Company," "Witman Medical Company" and "Delish-Etts Manufacturing Company," with an alleged capital stock for each of these concerns of from $25,000 to $2,000,000, and claiming to be a part of the State Land Company of Oklahoma, with branches in a dozen or more states, began operations in one of the principal office buildings in Louisville. Flaming advertisements in the newspapers announced that it had expert diagnosticians and scientific apparatus too costly and accurate for the medical profession to possess or appreciate, and in a few days reported cures so numerous and miraculous as to attract a large clientele. The State Board of Health put the machinery of the law in operation and its special agents, male and female, reported in a few days that X. W. Witman, the head of the concern and its expert diagnostician, was not a physician, and that the only medical man in it was one who had failed as a practitioner and was employed in an attempt to legalize its practice at a salary of $15 a week. The scientific apparatus—a fake worthy of the operators—consisted of a cheap fluoroscope. Witman, pretending to look through the body into a blind box, would declare that he saw handfuls of gallstones, and stomach, lung and kidney lesions, and thus found it easy to relieve the unfortunates of any surplus cash they had or could obtain.

Twenty indictments were secured at the next sitting of the grand jury (most of them not for violations of the medical law, it should be observed) and warrants were taken out from day to day as evidence could be secured. One woman, it is alleged, furnished $3,000 to finance the concern and its defense, able attorneys were employed by it, a virulent crusade was begun in the press against the State Board of Health, the State Medical Association and the American Medical Association, and women were employed in broad and systematic efforts to blackmail and intimidate leading members of the profession, especially those connected with the prosecution or summoned as witnesses. All of this was of no avail. The attorney of the board, to whom chief credit is due for the freedom of Kentucky from open quackery for the last twenty years, had prepared the cases with such care and ability that the woman in the concern who had been used in the efforts to discredit members of the profession, turned state's evidence.

ADMIT GUILT

Nine of the indictments were against the Delish-Etts Manufacturing Company, Dr. George W. Foreman, X. W. Witman, W. M. Foreman and Frances Holst for failure to file a certificate. One was against the Advanced Medical Science Institute and the persons named for unlawfully practicing medicine, and nine against the same institute and persons for failing to file a certificate. The failure to file a certificate refers to the engaging in business under an assumed name as in the cases of the Delish-Etts Manufacturing Company and the Advanced Medical Science Institute, without having filed a certificate giving the names, places and residences of all persons actually interested in and conducting the business, and the nature of the business. There were eighteen counts of this sort. The other two were for practicing medicine illegally. On the eighteen charges, by agreement, Witman was fined $25 each and $50 each on the two latter, making, together with costs, nearly $700, which Witman paid. Dr.

Foreman pleaded guilty to one charge of doing business under an assumed name, the Advanced Medical Science Institute, and a fine of $50 was imposed, which is included in the above sum. Frances Holst filed a statement in court as to her connection with the business and agreed to cease having any connection with such business. The cases against her and W. M. Foreman were dismissed. Witman admitted that the business had been illegally conducted, that the offices would be immediately closed and that he would not in future engage in similar business in the state of Kentucky. This is all a matter of record in the criminal courts of that state. The concern closed its offices within an hour and notices were at once issued for Dr. George W. Foreman to appear before the State Board of Health at its next meeting to show cause why his certificate to practice



THE EVENING POST, LOUISVILLE, KENTUCKY, SATURDAY OCTOBER 19, 1912.

THE UNITED STATES SUPREME COURT

Recognizes the Merits of Electro Therapeutics and Places It On an Equality With All Medical Professions

A DECISION BY JUDGE WALDON HARDIN, WASHINGTON, D. C.

The World's Most Expert Mind, Not the Most Celebrated, Electro Therapist Now

MAKING WONDERFUL RELIEFS IN LOUISVILLE

Although a Man Has Yet Past the Age When Most Men Are Students, He Has Already Established in His Lifetime Twenty-six Large Medical Institutions, and His Personally Established and Directed Treatment for Over 250,000 People.

Electro Radio, Declared by Scientists to Be the Secret of the Sun's Radiance, Is Working Miracles in Louisville —The Marvel and Mystery of the New Element Can Be Had Without Cost, and to Institutions in London and Paris People Are Thronging Like Pilgrims to Healing Shrines.

It Is the Most Remarkable Spectacle in the History of Science, for Where Medical Skill Gives Up, Electro Radio Steps—From Laboratories in Vienna Comes the News That Electro Radio Has Transformed and Eclipsed the Old Method of Healing.

SOME TESTIMONIALS OF THE WONDERFUL WORK OF ELECTRO RADIO.

THE DIAGRAPHOSCOPE

The Most Marvelous Invention of This Age—A Wonder-Working Machine Which Will Revolutionize the Medical World and Cure Most Diseases

Man Almost Mutilated!

Scientific Mechanical Achievements That Astound the World! Mr. Herbert Beatty a Lucky Man!

ALD, SUNDAY MORNING, SEPTEMBER 22, 1912. A

THE CHIEF CONSULTING AND EXAMINING PHYSICIAN OF THE ADVANCED MEDICAL INSTITUTE ARRIVES

He Is An Inventor and Benefactor To the Human Race and Brings Hope To Sufferers In This Vicinity.

ELECTRO RADIO THOROUGHLY EXPLAINED

TALKS STRAIGHT FROM THE SHOULDER.

Years of Patient Research, Corps of Experts and Fortune In Apparatus an Unconquerable Combination to Combat Disease—Hundreds Respond to Treatment.

MERE READING OF THIS MAY CHANGE DESTINY OF YOUR LIFE.

Photographic reproduction (much reduced) of portions of some of the advertisements put out by the Advanced Medical Institute fraud.

medicine should not be revoked "for gross unprofessional and dishonorable conduct of a character likely to deceive and defraud the public." Foreman graduated from the Kentucky School of Medicine in 1902, his name being given as George Forman. He was licensed in Kentucky in 1903 under the name of George W. Foreman.—(*From The Journal A. M. A., Dec. 21, 1912.*)

"DR. COOK & CO."

The history of the swindling of Emil William Nelson, an Alaskan miner, out of more than $2,000 by "Dr. Cook & Co.," a medical corporation of Seattle is an example of the "strong-arm" methods sometimes employed by medical pretenders in stripping their victims of their money. The ordinary highwayman takes only money; that is, if his victim obediently throws up his hands; but these medical

highwaymen not only took practically all of Nelson's money (and he surely threw up his hands), but subjected him to alleged treatments as well which may have been no less dangerous to life than the more brutal onslaught of the robber on the public road.

The legal records in the case give a graphic description of the manner in which Nelson was swindled, and incidentally contain an interesting ruling of the court that a corporation does not and can not have a license to practice medicine, and any moneys paid to it for treatment of a patient are paid without a consideration and contrary to public policy.

The chief persons interested in "Dr. Cook & Co." were C. K. Holsman and H. J. Jiles, who own and run a number of medical institutions or offices in Pacific Coast cities. It is alleged in the complaint of Nelson that Holsman as president and manager for "Dr. Cook & Co." received the patients induced to come to the office by their advertisements in the daily papers, "sized up" their financial ability, discovered the amount of cash they had on hand or in bank, as nearly as he could, and fixed the charges to be made to said patients in proportion to their financial ability and in proportion to the false diagnoses made by the alleged doctors of the company, who, of course, made the patients believe themselves much more seriously ill than they really were.

The complaint then recites that Nelson, a Swede, accustomed to believe the statements made by the newspapers and in print, was induced to apply to "Dr. Cook & Co." for treatment of a slight ailment then affecting him; there was, it is said, in fact nothing much the matter with him, but when he applied to "Dr. Cook & Co." he was received by Holsman, turned over to an alleged doctor in the office, and for about a month and a half thereafter induced to take treatments for which he paid "Dr. Cook & Co." $550 in cash. Later Holsman represented to Nelson that he would need an electrical battery for treating himself, which "Dr. Cook & Co." would supply for $160; this Nelson paid for by check on a bank. As a result of this, it is alleged, Holsman through his agents and servants was enabled to find out that Nelson had about $3,000 in the bank on which he drew the check. They then, according to the complaint, set about "fraudulently, unlawfully and wrongfully" to get possession of this sum, and "pursuant to such conspiracy to thus cheat and defraud plaintiff and get his money from him for nothing." C. K. Holsman induced Nelson to have a consultation with an "eminent practitioner" from the East, then in Seattle. This was said to be H. J. Jiles, also connected with "Dr. Cook & Co." and with the other enterprises in which Holsman is interested. He told Nelson that he was afflicted with some very serious ailment, that unless an operation was performed he would certainly die, and that no one except this "eminent practitioner" could perform the operation that would save his life. He explained that this was a very expensive operation to perform, and that it would cost the plaintiff the sum of $1,525. Nelson drew his check for this sum and paid it over to "Dr. Cook & Co." for the alleged operation. It is then stated in the complaint that the next day Nelson was taken to the operating room and placed on the operating-table in the presence of the alleged "eminent practitioner" in the service of "Dr. Cook & Co." and, after an injection of some kind which deprived him of his senses and capacity to understand or act intelligently, he was held up in the arms of one of the agents of the defendant, Dr. Cook & Co., his check book was placed in his hands by another, and he was induced to sign a check on the Washington Trust & Savings Bank for the sum of $762.50, payable "to cash." This check was later cashed by "Dr. Cook & Co." and the proceeds received by the company.

For all the money obtained by these outrageous methods, the complaint alleges that no operation of magnitude and no treatment of any account was performed or administered to Nelson. It is said that Nelson "was so overcome,

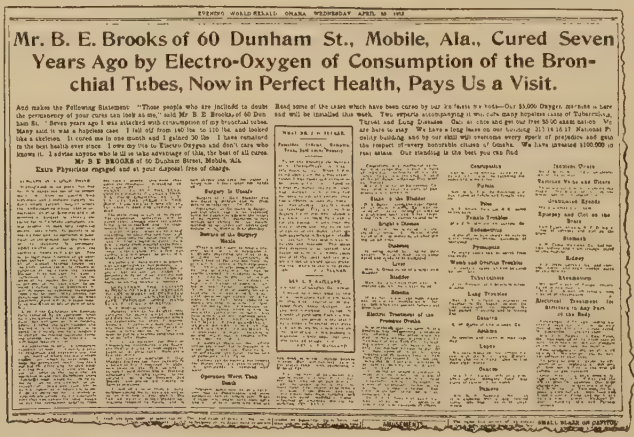
hypnotized, weakened and distressed, that he was incapable of transacting any business at all and was completely under the influence and domination of Holsman and his agents." The complaint characterizes the corporation as "a fraudulent concern" and its agents, servants and so-called doctors and physicians as "quacks, charlatans, frauds, and cheats."

"Dr. Cook & Co.," in its answer to the complaint, denied everything except that it was a corporation in which Holsman was interested, but alleged the concern had given Nelson a large number of treatments and had performed two operations. Judgment was given against the defendants for $2,287.50, although Nelson had paid them practically $3,000. The office of "Dr. Cook & Co." was sold out and Nelson recovered a part of his money.

The details by which Nelson was swindled out of this large sum constitute an extreme case, perhaps, but it illustrates the length to which such medical schemers will go in their wretched business.—(*From The Journal A. M. A., July 26, 1913.*)

ELECTRO-OXYGEN INSTITUTE

Some months ago we published an account of the prosecution, instituted through the local medical profession of Louisville, of the promoters of a so-called "Advanced Medical Science Institute." At that time we said that probably this concern would be heard of elsewhere. In the latter part of April



Mr. B. E. Brooks of 60 Dunham St., Mobile, Ala., Cured Seven Years Ago by Electro-Oxygen of Consumption of the Bronchial Tubes, Now in Perfect Health, Pays Us a Visit.

An advertisement of the Electro-Oxygen Institute at Omaha, run by the same individual who was arrested and heavily fined at Louisville, Ky., for swindling operations in connection with the so-called Advanced Medical Science Institute, described elsewhere in this chapter.

there appeared in the newspapers of Omaha outrageous advertisements of an "Electro-Oxygen Institute." This concern had a career of but two or three weeks, during which time, however, many people of Omaha and vicinity were swindled. It will be remembered that the chief promoter of the "Advanced Medical Science Institute" of Louisville was one X. W. or H. W. or Z. T. Witman. This is the man, as developments proved, who, together with his wife and Dr. E. D. Brantley, was promoting the Omaha fake.

In their newspaper advertising at Omaha they claimed to have their office equipped with $12,000 worth of wonderful electrical apparatus, including a

$5,000 "electro-oxygen" machine, with which, in conjunction with the "famous Fredman serum," as they expressed it, they claimed to cure tuberculosis, and published alleged testimonials of patients to that effect. They also claimed to cure Bright's disease, diabetes and cancer, besides a host of other things, and did not hestitate to quote alleged statements from well-known medical men to the effect that surgery was a failure in such diseases as gall-stones and appendicitis, and that the electro-oxygen treatment was the only effective use. The impression given in their deceptively worded advertisements that they used the Friedmann serum for the treatment of tuberculosis brought dozens of patients to their offices. Knowing that their deception would soon be found out, after a large sum of money had been taken from the patients they closed the offices and departed without leaving any information as to their destination. Complaints of patients put the local and the United States authorities on their trail and they were located in Denver. Before they could be arrested, however, they again fled. Information that Dr. Brantley had returned to his former home, Memphis, resulted in his arrest in that city and from him it was discovered that Witman and his wife had found a "promising field" in Colorado Springs, where they also were arrested. The charge against them was using the mails to defraud. They were held in bail pending trial in the United States Court at Omaha.—(*From The Journal A. M. A., June 28, 1913.*)

INTERSTATE DOCTORS

"Doctors Cavrill and Culver, the two doctors of the Interstate Doctors, who have been in the city several days looking the field over for a site for the new Indiana institute, have at last decided that Evansville is a most promising city in Southern Indiana and accordingly the institute will be located here."

This is the first paragraph of an advertisement sent us during the past few few days from Evansville, Ind. The Interstate Doctors, as the readers of THE JOURNAL know, is an organization of quacks which locates in "easy" communities, relieves the credulous sick and near-sick of their money and leaves when the glittering fiction in its advertisements has been dimmed by the accumulated force of facts. Although our records, based on the official records of every state in the Union, are exceedingly complete, we find no reference to any "Dr. Cavrill." Our files show that Indiana has a Dudley M. Culver who was advertised as one of the "consulting physicians" of the Dr. J. W. Kidd Company's mail-order fakery that operated from Fort Wayne for a good many years but finally went out of business when the federal authorities charged it with conducting a fraud. We also find reference to a "Dr. Culver" who was operating in Elkhart in 1914 under the name "United Doctors," and the terms "United Doctors" and "Interstate Doctors" seem to have been used with an indiscriminating flexibility by the same organization of quacks. Goshen, Ind., had an experience with the Interstate Doctors in the spring of 1915. Goshen, however, refused to be "easy." It has a wide-awake organization of business men known as the "Retail Merchants' Association." According to the Goshen *Daily Democrat* of April 13, 1915, the Retail Merchants' Association of that town suggested to the Interstate Doctors that Goshen was really not a healthy place for quacks to locate. Quoting from the newspaper: "When an ultimatum was laid down by the Retail Merchants' Association, the doctors . . . decided to give up without making a contest. They reasoned a fight would be too expensive." If the people of Evansville had a full realization of what concerns like the "United Doctors," "Interstate Doctors," "Botanical Doctors" and other euphoniously named quack organizations really were, it is not likely that any newspaper would publish the fact that the quacks, after looking over a city, decided that

it was a most promising location! It is not likely, for instance, that an item such as this would appear in any newspaper even at "special" advertising rates:

"Flashy Dick, the well-known 'green-goods' man, and Bill Sykes, the second-story artist, were in town recently looking over the prospects of business. After sizing up the citizens of our city, they decided that Blankville is a most promising locality and decided to locate here at least for a time."

No. It is hardly conceivable that any newspaper would publish an item of this sort even if offered as advertising. There are certain forms of deceit that the public is so familiar with that it needs little warning against them; there are other humbugs, of a semitechnical nature, with which the public is not so well acquainted. The operations of itinerant and semi-itinerant quacks belong to the latter class. It remains to be seen whether Evansville will go on record as belonging to the "sucker" class.—(*From The Journal A. M A., Dec. 9, 1916.*)

THE KNOWN DOCTORS

The "Known Doctors," imitators of the methods of the "United Doctors," with offices at Ottumwa and Oskaloosa, Iowa, and Hastings, Neb., appear to have come to grief after a brief career. B. J. Chenoski, the promotor, according to press reports, recently pleaded guilty in the United States Court at Des Moines to using the United States mails to defraud, and sentence was deferred until the next term of court. James Ezra Meyers, one of Chenoski's hired "specialists," we are informed, was bound over to court for obtaining money under false pretenses, and is now under $500 bail.

The Known Doctors opened an office at Oskaloosa in October, 1912. The preliminary advertising campaign in Iowa was conducted under the name of the "United Doctors" but it was changed to "Known Doctors" just before the office was opened. Later the offices at Ottumwa and Hastings were opened. The advertising was almost an exact copy of that used by the United Doctors.

After a career of seven weeks, the office at Hastings was closed and Dr. H. C. Williams, formerly of Omaha, who was in the employ of Chenoski, was left to hold the sack. Chenoski abandoned the office and, according to the Hastings *Daily Republican,* left rent and other unpaid bills.

B. J. Chenoski, the promoter of the concern, is not a physician, but claims to be a chiropractor. At one time he was a pharmacist in one of the department stores in Chicago. Later he became manager of the "Chicago Men Specialist Company" at their branch office at Des Moines. His peculiar methods while manager of this company are said to have brought about his discharge. He then became the promoter of the Known Doctors. About May 20, 1913, he was arrested by the postoffice authorities for fraudulent use of the mails in connection with his medical business. According to the Ottumwa *Courier,* May 20, 1913, a bottle of tea was sent as a specimen of urine to Chenoski by a pretended patient who was in the employ of the government; and after an alleged examination of the specimen, a letter giving a diagnosis of diabetes was sent through the mail. On this he was arrested and when arraigned before Judge Smith McPherson in the Federal Court at Des Moines he pleaded guilty.

James Ezra Meyers was the "consulting physician" of the Known Doctors at Ottumwa. In the latter part of April he, with B. J. Chenoski, was arrested for obtaining money by false pretenses on the complaint of an aged patient, with cancer of the stomach, whom it is alleged they agreed to cure for $225 of which $175 was paid in cash and a receipt given.

The cure was guaranteed and the balance of $50 was to be paid when the cure had been effected. The diagnosis of cancer was made by the physician who had previously attended the patient and was confirmed by others. The disease continued to advance, and, as already stated, the parties were arrested. Dr. Meyers, after a hearing before a justice of the peace, was bound over to the grand jury as stated. He graduated at the Illinois Medical College in 1910 and formerly practiced at Lansing, Iowa.

At Oskaloosa Dr. Theodore Milen seems to have been in charge of the office. Milen has been in the quack advertising business for many years. Like Ben W. Kinsey of the United Doctors he was a pupil and employee of "Phenomenal Kraus" when the latter invaded Des Moines, Iowa. In 1906 Milen was "physician-in-chief" of the Hot Springs Doctors at Sioux City, Iowa, and in 1909 he was associated with Dr. C. C. Aitken under the name of "Austro-American Doctors," with offices also in Sioux City. At that time charges were filed against him by the State Board of Health on account of fraudulent representation as to skill and ability, and gross unprofessional conduct. He left the state without appearing before the board and the charges became outlawed. He entered the employ of the Des Moines Specialists Company in 1912 and later became associated with Chenoski at Oskaloosa.—(*From The Journal A. M. A., June 14, 1913.*)

NEW YORK MEDICAL INSTITUTE

The State Department of Labor of New York, in connection with the Bureau of Industries and Immigration, has been making an investigation of some of the fraudulent "medical institutes" in New York City. A report issued by the department contains a brief account of what has been accomplished in the protection of immigrants and aliens who have been made the especial prey of these frauds. A description is given of the methods of these medical fakers. They open sumptuous offices under high-sounding names and place advertisements in the foreign-language press. They also distribute circulars, in all languages, throughout the immigrant section of the city of New York, calling attention to the wonders of the "institute." These circulars and advertisements are so worded as to give the impression that the institute is a charitable organization with advice and consultation "absolutely free"—a charge being made for medicine only. What happens to a person who consults the swindlers who run these institutes is thus described in the report:

> "The applicant is ushered into a private office. To comply with the law a registered physician, under whose name the 'institute' operates and who is very often only an instrument in the employ of an unregistered financial backer, in addition to two or three interpreters, all representing themselves as physicians, take the patient in hand. He is placed before a large machine of complex appearance that conveys the impression to the ignorant immigrant of being costly and almost miraculous, and is examined by the two or more interpreters, who dramatically and with apparent emotion inform the patient that he is suffering from some dreadful disease, which if longer neglected, will result in death. The patient becomes alarmed and agrees to pay any price for a cure, which is guaranteed. A large sum is at first requested as part payment, but any amount that the patient has or can obtain is accepted. It is unnecessary to state that the so-called examination and later 'treatment' are absolutely without merit, and that unregistered assistants are acting as physicians and 'treating' the patient. No prescriptions are given, as the so-called 'institute' provides all medicines and medicinal appliances."

The report also describes the "wax museum" method of roping in the unsuspecting immigrant. It is said, also, that some of these "institutes" and "museums" publish newspapers and books that are extensively distributed, describing the marvelous cures accomplished.

> "It is not uncommon for these 'physicians' to resort to forgery, trickery or any other device in order to obtain the savings of their unfortunate victims. They have been known to take bank books and withdraw entire deposits on such orders. Persons convicted in various states for similar practices are now operating in New York City."

One of the so-called "professors," in one of these institutes, who was not a registered physician, confessed to a representative of the bureau that before examination patients are asked to undress in an anteroom where their clothes are searched for bank books, money, etc., to enable the fakers to estimate the size of the fee they shall demand. The victims are invariably told that they are suffering from some dangerous ailment, and the report cites instances in which the victims who had been robbed of all their money were found by reputable physicians to be suffering from no disease at all. Details of a number of such instances are given in which the representatives of the bureau were enabled to recover large sums of money from these fakers. Although it is expensive and troublesome, the bureau has been able to secure evidence in many instances against these fraudulent institutes. It is estimated that thousands of people, especially immigrants, are daily victims of these leeches. One "institute," which was compelled to disband through the efforts of the bureau, had an enrolment of about 14,000 patients.—(*From The Journal A. M. A., Nov. 20, 1915.*)

PACIFIC COAST QUACKS

The "business" of medical quackery is run on much the same plan in all sections of the country. It has been shown[1] that the "United Doctors," operating largely in the central West and in the Eastern states, is a business and not a professional organization; it is owned and controlled by persons who hire cheap doctors to "work" the public. On the Pacific Coast, a similiar system is operated by another concern although the western offices are not run under one firm name. In Seattle, Tacoma, Portland, San Francisco, Los Angeles, Oakland and Spokane offices are owned by two persons, H. J. Jiles and C. K. Holsman, but are operated under various names. In Seattle, "Dr. Cook & Co." was found to be a corporation with these men as the chief owners. They also own the "Scott Medical Institute." In Tacoma, the office is conducted under the name of Dr. E. A. Severance. In Portland, where there are two offices, one is run under the name of Dr. C. K. Holsman. In the other cities they are run under the names of the men hired by Jiles and Holsman. When these doctors are changed from time to time the name of the office is likewise changed.

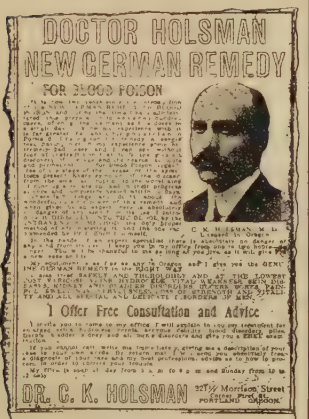
Recently in Seattle a campaign of exposure has been carried on by the *Sun*, a daily paper of that city, assisted by the county medical society, the district attorney, and by various suits in the courts for recovery of money fraudulently obtained by these advertising doctors. Commenting on their methods, which are almost exactly similar to those of the "United Doctors," the *Sun* says:

> "EMINENT SPECIALISTS" ONLY HIRED MEN
>
> "It should be of interest to any person contemplating answering one of their alluring advertisements to know that the 'eminent specialist' is merely a salaried employee—a hired hand of a corporation—that as such he draws pay of from $30 to $50 per week out of an income of $500 to $1,000 per week brought to the corporation. . . . It is not a profession; it is a business and a cold-blooded one, as most of those who have had dealings with it can testify."

1. See Index for Article on "United Doctors."

HIRED MEN EXPECTED TO GET THE MONEY

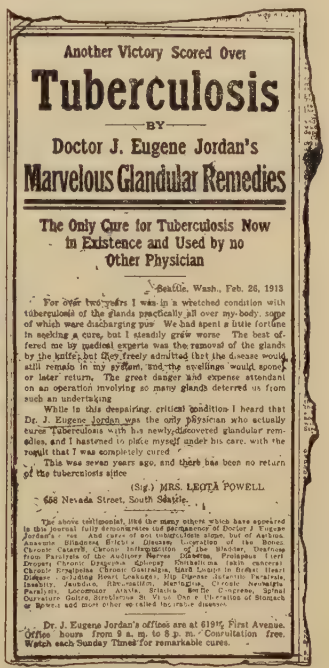
According to the statement of one of the "eminent specialists" who was formerly in the employ of Jiles and Holsman, and who became disgusted with the business, the expenses of one of their offices for equipment, salaries, drugs, supplies and advertising bills amount to from $1,500 to $1,800 per month, about half of which usually goes to the newspapers for advertising. The "eminent specialists," as hired men, are expected to make money for their employers and are given definite instructions to that effect. They are told to find in each patient the most serious malady they can and to obtain the largest possible fee for the treatment and continue it as long as the patient will stand for it. No


DOCTOR HOLSMAN
NEW GERMAN REMEDY
FOR BLOOD POISON

C. K. HOLSMAN, M. D.
Licensed in Oregon

I Offer Free Consultation and Advice

DR. C. K. HOLSMAN
327½ Morrison Street
PORTLAND, OREGON


Another Victory Scored Over
Tuberculosis
—BY—
Doctor J. Eugene Jordan's
Marvelous Glandular Remedies

The Only Cure for Tuberculosis Now in Existence and Used by no Other Physician

Seattle, Wash., Feb. 26, 1913

For over two years I was in a wretched condition with tuberculosis of the glands practically all over my body, some of which were discharging pus. We had spent a little fortune in seeking a cure, but I steadily grew worse. The best offered me by medical experts was the removal of the glands by the knife, but they freely admitted that the disease would still remain in my system, and the swellings would sooner or later return. The great danger and expense attendant on an operation involving so many glands deterred us from such an undertaking.

While in this despairing, critical condition I heard that Dr. J. Eugene Jordan was the only physician who actually cures Tuberculosis with his newly discovered glandular remedies, and I hastened to place myself under his care, with the result that I was completely cured.

This was seven years ago, and there has been no return of the tuberculosis since.

(Sig.) MRS. LEOTA POWELL
668 Nevada Street, South Seattle.

The above testimonial, like the many others which have appeared in this journal, fully demonstrates the permanency of Doctor J. Eugene Jordan's cures. And cures of not tuberculosis alone, but of Anemia, Bleeding, Bright's Disease, Congestion of the Bones, Chronic Catarrh, Chronic Inflammation of the Bladder, Deafness from Paralysis of the Auditory Nerves, Diabetes, Prolapsus Uteri, Dropsy, Chronic Dyspepsia, Kidney, Rheumatism, Irritable Chronic Erysipelas, Chronic Goitre, Hard Lumps in Breast, Heart Disease, including Heart Leakages, Hip Disease, Infantile Paralysis, Insanity, Jaundice, Inflammation, Meningitis, Chronic Neuralgia, Paralysis, Locomotor Ataxia, Sciatica, Bed Sore, Cancerous, Spinal Curvature, Goitre, Scrofulous Sores, Ulcers, Diseases of Stomach or Bowels and most other so-called incurable diseases.

Dr. J. Eugene Jordan's offices are at 619½ First Avenue. Office hours from 9 a. m. to 8 p. m. Consultation free. Watch each Sunday Times for remarkable cures.

prospective patient must be allowed to escape who comes for "free consultation." The value of these hired specialists to the concern is their ability to get money, and in Seattle it is said that one office has shown a profit of not less than $200 per month above expenses and sometimes as high as $2,000. The seven offices operated by Jiles and Holsman are said to return a profit of from $5,000 to $10,000 per month out of the readers of daily newspapers who have been lured by the advertising doctors.

"FREE CONSULTATION" BAIT

The manner in which these concerns take advantage of people who come to their offices under the bait of "free consultation" is graphically set forth in a series of stories in the Seattle *Sun* by a reporter who was sent to the offices of Drs. S. S. Johnson, J. Eugene Jordan and H. P. Wilkins. This young man after being pronounced physically sound and perfect by two reputable practitioners of Seattle, after a thorough examination, went on successive days to the

offices of the three quacks named. In each instance he complained simply of a backache about which he told them he was "worried." Without making anything in the nature of a thorough examination, the suggestion of "worry" was immediately seized on by the quacks, who proceeded to try to inspire the young man with terror as to his condition and the awful consequences which would ensue unless he took their treatment at a substantial fee. The manner in which the quacks proceed to inspire terror into the hearts of their victims who are "worrying" is described by the reporter, as follows:

INSPIRING TERROR IN THE VICTIM

"Worry! That word 'worry,' that's it. It will get you anything the 'free consultation' room has in stock. Worry, W-O-R-R-Y. That's the mental state that breaks down your defenses; that fans the slumbering worry-embers until flames leap out of them—flames that turn the brain hot; set streams of perspiration running down your body; that eat into your heart; scorch your courage; incinerate every vestige of hope in the human breast; that shrivel your strength, and wither your nerves.

"You go to the 'free consultation' room after your imagination has whipped your mind into horror. Submitting, you go into the room with mock defiance; chin up and shoulders thrown back. You come out beaten. You have a bottle under your arm. You don't exactly know what's wrong with you, but you know that the bottle holds the 'cure' for what you have got. The terror that capitalizes 'free consultation' is in you; the day looks gray. You are ready to sink under the gloom of hopelessness."

ALASKA MINER SWINDLED

Some of the practical results of the "free consultation" methods are revealed in the case of an Alaska miner named Emil William Nelson[1] who was lured into the offices of Dr. Cook & Co., owned by Jiles and Holsman, where he was made to believe that he was seriously ill and required a number of surgical operations. Nelson managed to recover most of his money after selling out the offices of Dr. Cook & Co., who immediately opened the offices again under the name of Dr. H. P. Wilkins, who was employed to run it. In another lawsuit, according to the Seattle *Sun*, Dr. S. S. Johnson, who was one of the quacks consulted by the reporter for the *Sun*, was required to pay back $35 to a patient from whom that sum had been extracted at a "free consultation." In this instance the suit was not brought against Dr. S. S. Johnson, in whose name the office is run, but against R. M. Griebel. The lawyer for the defendant would not explain who the R. M. Griebel was, but it was admitted that Dr. Johnson was merely the hired man for the real owners of the office.

VAST SUMS SPENT ON QUACKS

In commenting on the practice of these quacks, the Seattle *Sun* said:

"It would be impossible to estimate the total of the vast sum of money annually abstracted from the pockets of Seattle people by advertising doctors and patent-medicine fakers who sell their nostrums through a working alliance with the daily newspapers, but it is certain that the larger part of this sum is taken from the poorer class of the people of the community, including many unfortunates who are nigh unto death and are spending all the money they have under the delusion, fostered by the cure-all doctors, that they can be fully restored to health."

A CLEANUP PROMISED

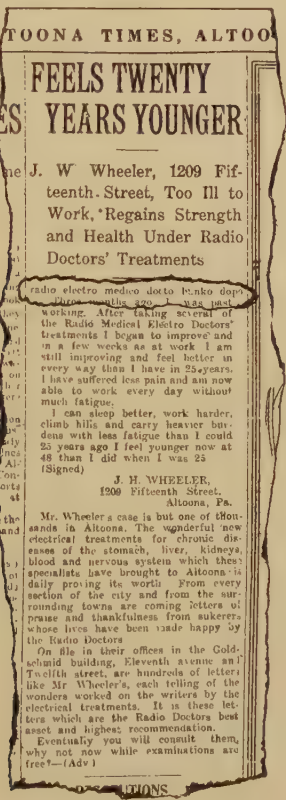
In Washington a law has been enacted providing for the prosecution of persons who publish untrue, deceptive or misleading advertisements. The prosecuting attorney of the county in which Seattle is located has given it as his opinion that these advertising quack specialists can undoubtedly be reached under the law and driven from the city, and he expresses it as his intention to undertake prosecutions when the law becomes effective in June of this year. The work of the Seattle *Sun* in thus exposing quack organizations similar to that of the

1. For details of Nelson case see Index for Article on "Dr. Cook and Company."

"United Doctors" in the central West, deserves the highest praise. It is understood that the *Post-Intelligencer,* another leading paper of Seattle, has recently adopted the policy of excluding from its advertising columns all fraudulent medical advertising.—(*From The Journal A. M. A., June 7, 1913.*)

RADIO MEDICAL ELECTRO DOCTORS

In preparing manuscript for publication, it is not unusual to insert what are known as "catch lines" for the purpose of aiding the "make-up man" in preparing the matter according to the author's ideas. Such "catch lines," of course, are deleted by the proofreader before the material finally appears in its finished form. Occasionally, however, these lines are overlooked, and the reader is given a peep behind the scenes of the printing office.



TOONA TIMES, ALTOO

FEELS TWENTY YEARS YOUNGER

J. W Wheeler, 1209 Fifteenth Street, Too Ill to Work, Regains Strength and Health Under Radio Doctors' Treatments

radio electro medico dotto lenko dopo

working. After taking several of the Radio Medical Electro Doctors' treatments I began to improve and in a few weeks as at work I am still improving and feel better in every way than I have in 25 years. I have suffered less pain and am now able to work every day without much fatigue.

I can sleep better, work harder, climb hills and carry heavier burdens with less fatigue than I could 25 years ago I feel younger now at 48 than I did when I was 25

(Signed)

J. H. WHEELER,
1209 Fifteenth Street,
Altoona, Pa.

Mr. Wheeler a case is but one of thousands in Altoona. The wonderful new electrical treatments for chronic diseases of the stomach, liver, kidneys, blood and nervous system which these specialists have brought to Altoona is daily proving its worth From every section of the city and from the surrounding towns are coming letters of praise and thankfulness from sufferers whose lives have been made happy by the Radio Doctors

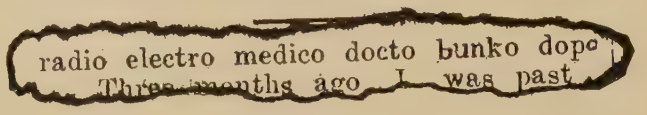
On file in their offices in the Goldschmid building, Eleventh avenue and Twelfth street, are hundreds of letters like Mr Wheeler's, each telling of the wonders worked on the writers by the electrical treatments. It is these letters which are the Radio Doctors best asset and highest recommendation.

Eventually you will consult them, why not now while examinations are free?—(Adv.)

Itinerant quacks have certain stock advertisements which are interspersed with testimonials—genuine or faked. The testimonials, being a fluctuating quantity, are usually sent separately from the main advertisement.

The Radio Medical Doctors is the name assumed by some quacks who have recently been operating in Altoona, Pa. In common with their kind, they publish advertisements in local newspapers. We reproduce in miniature one advertisement that appeared in the Altoona *Times,* Oct. 1, 1914. It consists of the

usual extravagant statements found in such advertisements, together with a testimonial from a Mr. Wheeler. The testimonial had evidently been sent to the printers at a different time from the body of the advertisement. That the type-setter might know just where this testimonial was to be used, he headed it with a "catch line." This "catch line" we have marked in the miniature reproduction, and that it may be more easily read, have reproduced slightly enlarged thus:



The average newspaper man, whether he works in the composing room or on the editorial staff, is usually no fool. The printer who headed the Radio Medical Electro Doctors' testimonial as "bunco dope" was "wise." His classification cannot be improved on.—(*From The Journal A. M. A., Nov. 14, 1914.*)

STATE MEDICAL INSTITUTE OF OMAHA

On Jan. 24, 1917, W. T. Upton, E. F. Andrews and L. H. Staples pleaded guilty in the federal court at Omaha to conspiracy to use the United States mails for a scheme to defraud. Each was sentenced to pay a fine of $350; the fines were paid.

This trio was indicted, March 15, 1913, and the men were arrested in November, 1913, when the Chicago *Tribune* was turning the light on the "men's specialists" quacks of Chicago. One of the firms of medical charlatans to which the *Tribune* devoted a good deal of attention was "Dr. Howe & Co." W. T. Upton was, according to the *Tribune's* report, manager of the Howe concern and also of a string of similar institutions operated under aliases in different parts of the country. Here in part is the *Tribune's* report[1] of the arrest of Upton, Andrews and Staples as it appeared in that paper, Nov. 9, 1913:

> "Upton is charged with conspiracy with E. F. Andrews and L. H. Staples, both of whom reside in Omaha, to violate the postal laws by advertising the 'State Medical Institute,' which is the particular name given by the swindlers to their Omaha establishment.
>
> "The indictment charges Upton and his two alleged fellow conspirators with representing the institute to be one conducted by skilled specialists in men's diseases, when, 'whereas, in truth and in fact, the institute was not a reliable concern, but was conducted solely for the unlawful, fraudulent, and felonious purpose of inducing persons to part with their money and property to said conspirators, without giving anything of value in return therefor.'
>
> "Upton was arrested in his office by Deputy Marshal Charles Schrimple on a warrant issued by United States Commissioner Lewis F. Mason. He was taken to the federal building and gave bond before the commissioner. The bond was fixed at $2,000, signed by Alphonse Russell and Charles H. Touzalin, president of the Touzalin Advertising Agency. Assistant District Attorney Peter P. Mindak represented the government in the proceedings. . . .
>
> "The request for Upton's arrest came from District Attorney F. S. Howell of Omaha, who forwarded a certified copy of the indictment. The document recites the method of the alleged conspiracy and contains copies of numerous letters sent out to intended victims by the 'State Medical Institute.'

1. The matter appears in full, with additional information, in the pamphlet, "Men's Specialists," published by the American Medical Association.

"The means of accomplishing the fraud, according to the indictment, was to send through the mails letters, circulars, and pamphlets and to advertise in the newspapers that the 'State Medical Institute' 'was an old established and reliable medical institute, conducted by a large staff of skilled specialists of recognized ability in the treatment of diseases of men and whose experience, reputation and standing was such as to merit confidence.'

"The indictment continues that it was claimed: 'That it could and would cure men in all stages of nervous debility, vital weakness and loss of power. That the said letters, circulars, pamphlets and advertisements were so framed as particularly to attract the attention of and excite the fears and prey upon the minds of boys and young men and cause them to believe themselves to be afflicted with diseases of a private, insidious, and dangerous character, which if not at once arrested would result in permanent disability and loss of power, both physical and mental, when it fact they were in a normal and healthy condition and in need of no medical treatment whatever."

It thus appears that Upton, Andrews and Staples admit that the "State Medical Institute," which they operated in Omaha was conducted solely for the unlawful, fraudulent and felonious purpose of separating the credulous sick from their money "without giving anything of value in return therefor."—(*From The Journal A. M. A., Feb. 3, 1917.*)

THE UNITED DOCTORS

[ARTICLE I]

In the past few years we have repeatedly exposed the monstrous deception and fraud practiced on the public by the "patent medicine" venders and the exploiters of "sure cures." The money wasted on these worthless nostrums amounts to many millions every year, but the harm they do the public can not be conjectured.

Another form of fraud which not only constitutes an enormous tax on the financial resources of the public but which also works an untold amount of harm to its health and welfare is that of the advertising quack whose cupidity, conscienceless ness and pretentiousness constitute a menace almost equal to that of the "patent medicine" business. This form of fraud is less well understood by the public, and it is the intention in this article to describe the characteristics and the methods of one type of these advertising frauds.

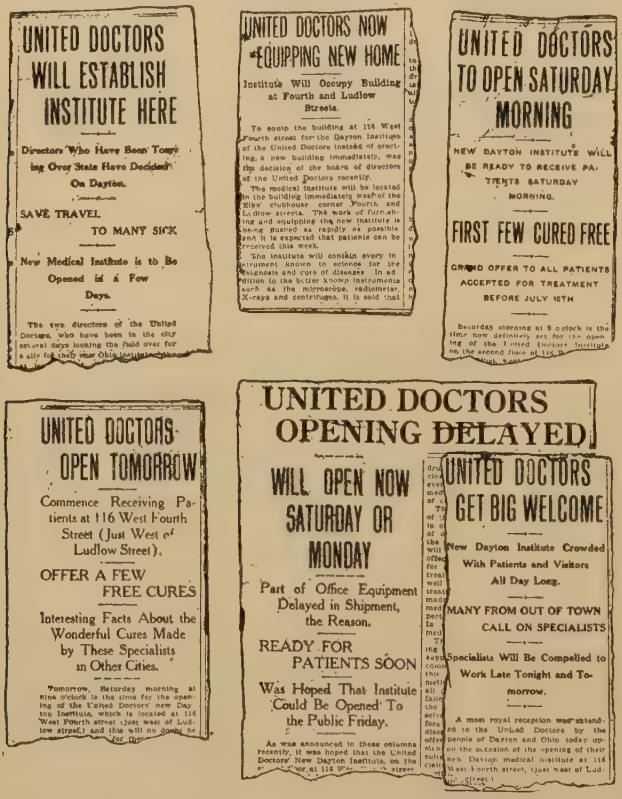
Just as in another branch of professional thievery, all grades exist from the pickpocket, the sneak-thief, the hold-up man and so on up to the gentlemanly bank-wrecker, so these professional medical highwaymen, the advertising "medical specialists," vary in the extent of their depredations. We have the "museum" doctor, such as those recently exposed in the raid on the medical museums in Philadelphia, who wrings money from his victim by frightening him about his supposed ailments or even by threats or violence; the quack who exploits a "consumption cure" or "cancer cure"; the mail-order quack who pretends to treat patients individually after making a supposed diagnosis from a list of questions sent by mail to the victim, and the advertising quack "specialist" who maintains a more or less pretentious and permanent office, and claims to have new and wonderful methods in the cure of disease.

The quack has appropriated and practically converted into his exclusive property the name "specialist," which means much to the public. In addition he usually tacks on to the term some high-sounding or significant handle, which he believes will aid him in his plans; thus we have the "Great English Specialists," the "Battle Creek Specialists," the "German-American Specialists," "Associated Medical Specialists," "Union Specialists' Association," "United Specialists,"

"United Doctors, Specialists," etc., or such designation as "Associated Doctors," "Associated Doctors, Specialists," "Associated Specialists Co.," "German and English Specialists," "Oriental Doctors," "Cleveland Institute of Medicine and Surgery," "Original United Doctors," "Northwestern United Doctors," "Hot Springs Doctors," "Known Doctors," the "United Doctors," etc.

THE UNITED DOCTORS—WHAT THEY CLAIM TO BE

The United Doctors is an organization of quacks whose methods are somewhat different from those of the mail-order quack, on the one hand, and the itinerant "specialist" on the other. The United Doctors establish offices in towns



UNITED DOCTORS WILL ESTABLISH INSTITUTE HERE

Directors Who Have Been Touring Over State Have Decided On Dayton.

SAVE TRAVEL TO MANY SICK

New Medical Institute is to Be Opened in a Few Days.

The two directors of the United Doctors, who have been in the city several days looking the field over for a site for their new Ohio institute, have

UNITED DOCTORS NOW EQUIPPING NEW HOME

Institute Will Occupy Building at Fourth and Ludlow Streets.

To equip the building at 116 West Fourth street for the Dayton Institute of the United Doctors instead of erecting a new building immediately, was the decision of the board of directors of the United Doctors recently.

The medical institute will be located in the building immediately west of the Elks' clubhouse corner Fourth and Ludlow streets. The work of furnishing and equipping the new institute is being pushed as rapidly as possible and it is expected that patients can be received this week.

The institute will contain every instrument known to science for the diagnosis and cure of diseases. In addition to the latter known instruments such as the microscope, rediometer, X-rays and centrifuges, it is said that

UNITED DOCTORS TO OPEN SATURDAY MORNING

NEW DAYTON INSTITUTE WILL BE READY TO RECEIVE PATIENTS SATURDAY MORNING.

FIRST FEW CURED FREE

GRAND OFFER TO ALL PATIENTS ACCEPTED FOR TREATMENT BEFORE JULY 10TH

Saturday morning at 9 o'clock is the time now definitely set for the opening of the United Doctors Institute on the second floor of the [illegible]

UNITED DOCTORS OPEN TOMORROW

Commence Receiving Patients at 116 West Fourth Street (Just West of Ludlow Street).

OFFER A FEW FREE CURES

Interesting Facts About the Wonderful Cures Made by These Specialists in Other Cities.

Tomorrow, Saturday morning at nine o'clock is the time for the opening of the United Doctors' new Dayton Institute, which is located at 116 West Fourth street (just west of Ludlow street) and this will no doubt be [illegible]

UNITED DOCTORS OPENING DELAYED

WILL OPEN NOW SATURDAY OR MONDAY

Part of Office Equipment Delayed in Shipment, the Reason.

READY FOR PATIENTS SOON

Was Hoped That Institute Could Be Opened To the Public Friday.

As was announced in these columns recently, it was hoped that the United Doctors' New Dayton Institute, on the [illegible] floor at 116 W[illegible] Fourth street

UNITED DOCTORS GET BIG WELCOME

New Dayton Institute Crowded With Patients and Visitors All Day Long.

MANY FROM OUT OF TOWN CALL ON SPECIALISTS

Specialists Will Be Compelled to Work Late Tonight and Tomorrow.

A most royal reception was extended to the United Doctors by the people of Dayton and Ohio today upon the occasion of the opening of their new Dayton medical institute at 116 West Fourth street, (just west of Ludlow street.)

Series of advertisements in the form of reading notices inserted in the Dayton (Ohio) papers at the time of the opening of the "institute" of the United Doctors in that city. Almost identical advertisements are used in every city where offices are opened. They announced that they had the same "Royal Reception" and "Big Welcome" in Elmira, N. Y, where the office was closed inside of two weeks for lack of business.

of considerable size and remain there for varying periods of time, from a few weeks to a few months, claiming a new and wonderful system of treatment, and securing new victims by extensive advertising in the local newspapers. Their claims can best be shown by reproducing part of a typical advertisement; for instance, this from the Mattoon (Ill.) *Star,* Sept. 13, 1912:

"The United Doctors, as the name implies, is an association of medical specialists who have united to organize a new school of medicine; new and more scientific and positive system of curing human ailments.

"A tremendous stride forward was made when the association of United Doctors was formed. The founders of this association consisted of eminent medical specialists from the various schools of practice. Eclectics, homeopaths, allopaths, regulars and irregulars met and agreed to drop their prejudices and form a new system of treatment that would embrace all the good points of the old methods and leave out the bad. The result of the efforts of these world-famous specialists of the various schools was the wonderful system of treatment now used by the United Doctors. All this was not accomplished in a day or week, but has taken years of patient work.

"This wonderful new system of medicine has cured thousands of cases of chronic diseases of liver, kidney, nerves, skin, heart, lungs, bowels, stomach, including rheumatism, paralysis, neuralgia, appendicitis, gall-stones, piles, goitre, rupture and diseases of women. These cases are cured in their own homes without a surgical operation."

Like all medical fakers the United Doctors make free use of exaggerated or fraudulent testimonials alleged to have been written by grateful patients. They claim to be equipped with many wonderful instruments and appliances which are not known to the ordinary physician, and to possess a skill far beyond that of regular physicians in diagnosing and treating disease. For instance:

We treat diseases of the Nerves, Blood, Skin, Heart, Liver, Stomach, Kidneys and Liver, including Rheumatism, Paralysis, Goitre, Constipation, Catarrh, Epilepsy, Indigestion, Dyspepsia, Weak Back, Bloating, Dropsy, Eczema, Scrofula, Diseases of Women and Diseases of Men.

To prove to you that chronic diseases are our life study, and that we know the human body to the most minute detail, we will undertake to diagnose any case, in a few minutes, describing every ache and pain, without asking the patient a single question. To aid us in diagnosis we have instruments of our own, used by no other doctors.

UNITED DOCTORS

CONSULTATION FREE

Further to illustrate the extravagant claims of the United Doctors the following extracts are taken from some of their regular stereotyped advertisements:

"The equipment of the United Doctors' institute is an elaborate one. Every instrument known to science is to be found there. They use powerful microscopes, centrifuges, *x*-rays, besides a number of instruments invented by members of the staff of United Doctors, the use of which is unknown to their doctors. One of the great secrets of success of these specialists in curing diseases is in their expert knowledge of medical diagnosis. So complete is their knowledge of the human body that oftentimes by the aid of their wonderful instruments they are able to diagnose a case, describing and locating every ache and pain without asking the patient a single question."

"The expensive and elaborate instruments used in diagnosis and the extreme care used in securing pure drugs makes the treatment more expensive."

The latter statement puts the prospective patient in the proper frame of mind to be relieved painlessly of the largest possible fee.

WHAT THE UNITED DOCTORS REALLY ARE

"United Doctors" is a name for a business originated and owned practically by one man. It is not a professional organization but a business concern. The "great specialists" are professional renegades hired at a small salary, old and young, many of them with the most meager equipment, training and experience. Others have been failures in the regular practice or for various other reasons have been induced to engage in this form of quackery.

How such men are obtained, these two advertisements, which appeared on different dates in a Chicago paper, will show:

> DOCTOR—GOOD CASE TAKER, FOR ADVERTISING OFFICE, registered in Iowa; give full description, experience, and state salary in first letter. United Doctors, Waterloo, Iowa.
> PHYSICIAN—FOR ADVERTISING OFFICE; STATE SALARY and experience; must have Indiana registration. Address S H 39, Tribune

Since this article in abbreviated form was printed in THE JOURNAL, the following advertisement appeared in the Chicago Sunday *Tribune,* March 2, 1913:

> DOCTOR—CASE TAKER, REGISTERED IN NEBRASKA, TO assume charge of advertising medical office in Omaha. Must handle correspondence and follow-ups. Write fully in first letter, quick. Address UNITED DOCTORS, 232 Neville Block, Omaha.

This advertisement would seem to indicate that the activities of the United Doctors are to be extended to the mail-order business.

It will be seen that the principal qualifications required are that the man be a good "case-taker"—in other words, a good salesman of fake medical services—and that he be registered in the state in which he is to be employed. The latter qualification is necessary in order to conform to the letter—not the spirit—of the state medical practice laws. On general principles it should not be difficult to estimate the value of the services of doctors procured by the advertising methods; but of this more later.

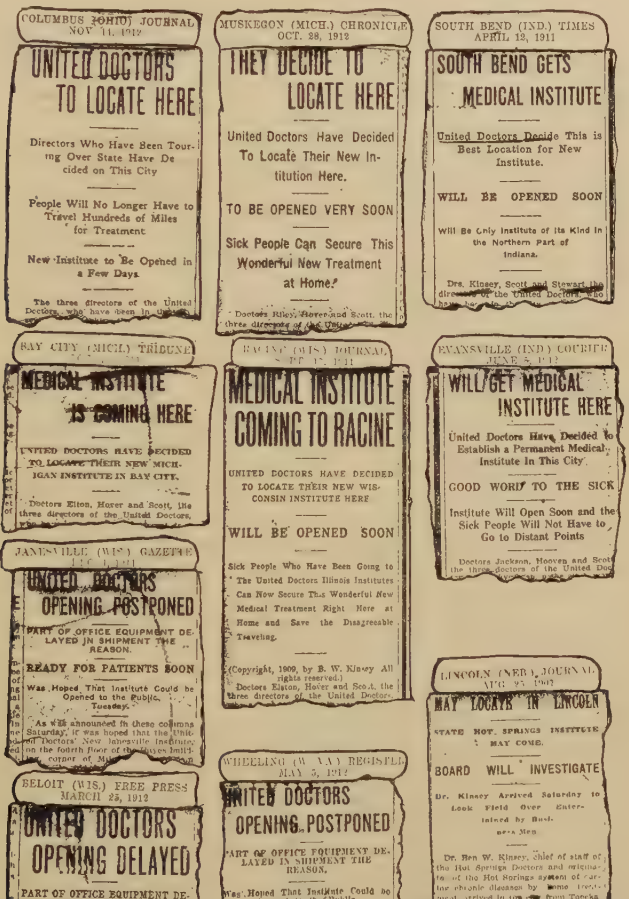
METHODS OF ADVERTISING AND RUNNING THE OFFICES

When it is proposed by the United Doctors to open an office or "institute" in a town, a preliminary advertising campaign is conducted in the local newspapers. Except names and dates the advertisements are precisely the same in every place. First it is announced that two or three of their "directors" have visited the city and have decided that it would be a suitable place to open one of their permanent "institutes." These men are not directors at all but only hired men—really, advance press-agents. They try to impress the public with the great favor they are doing the community in establishing therein one of their offices. At first they always profess that it is their intention to buy ground with the object of building later. In a subsequent advertisement they announce that they have decided not to build until fall or spring, as the case may be, but have leased such and such a location and the offices will be open about such a date. In their advertisements they announce one or more postponements of the time of opening the office, one of which will always be on account of the non-arrival of furniture and equipment. The same claims and promises appear in all places and with great regularity. Finally the "opening day" comes. Following this the advertisements—in every town—state that the office was crowded all day, that people were turned away, that many prominent business men called and wished them success, etc. They advertise "free consultation" and "free treatment" for a short time, requiring their patrons to pay only for their medicines which, it is needless to say, are always charged for at enormous prices and the patient is duly impressed with the expense and difficulty of obtaining the medicine. In subsequent advertisements they tell of the great amount of business they are doing, and publish testimonials of supposed patients—these, usually are from other towns, seldom from the town in which the office is located. Of the character and value of some of these testimonials we shall have something to say later.

To illustrate some of the points just mentioned the following extracts from their advertisements are given:

"Yesterday it was announced in these columns that the United Doctors had at last consented to establish one of their world-famous Medical Institutes in Muncie, and that it would be ready to receive patients soon."

"The board of directors have been looking about the city for some time for a suitable site upon which to erect a permanent home for the institution, but have at last postponed building until spring."



COLUMBUS (OHIO) JOURNAL
NOV. 11, 1912

UNITED DOCTORS TO LOCATE HERE

Directors Who Have Been Touring Over State Have Decided on This City

People Will No Longer Have to Travel Hundreds of Miles for Treatment

New Institute to Be Opened in a Few Days

The three directors of the United Doctors, who have been in Ohio

MUSKEGON (MICH.) CHRONICLE
OCT. 28, 1912

THEY DECIDE TO LOCATE HERE

United Doctors Have Decided To Locate Their New Institution Here.

TO BE OPENED VERY SOON

Sick People Can Secure This Wonderful New Treatment at Home.

Doctors Riley, Hover and Scott, the three directors of the United

SOUTH BEND (IND.) TIMES
APRIL 12, 1911

SOUTH BEND GETS MEDICAL INSTITUTE

United Doctors Decide This is Best Location for New Institute.

WILL BE OPENED SOON

Will Be Only Institute of Its Kind in the Northern Part of Indiana.

Drs. Kinsey, Scott and Steward, the directors of the United Doctors, who have

BAY CITY (MICH.) TRIBUNE

MEDICAL INSTITUTE IS COMING HERE

UNITED DOCTORS HAVE DECIDED TO LOCATE THEIR NEW MICHIGAN INSTITUTE IN BAY CITY.

Doctors Elton, Hover and Scott, the three directors of the United Doctors,

RACINE (WIS.) JOURNAL
DEC. 12, 1911

MEDICAL INSTITUTE COMING TO RACINE

UNITED DOCTORS HAVE DECIDED TO LOCATE THEIR NEW WISCONSIN INSTITUTE HERE

WILL BE OPENED SOON

Sick People Who Have Been Going to The United Doctors Illinois Institutes Can Now Secure The Wonderful New Medical Treatment Right Here at Home and Save the Disagreeable Traveling.

(Copyright, 1909, by B. W. Kinsey All rights reserved.)

Doctors Elton, Hover and Scott, the three directors of the United Doctors

EVANSVILLE (IND.) COURIER
JUNE 5, 1912

WILL GET MEDICAL INSTITUTE HERE

United Doctors Have Decided to Establish a Permanent Medical Institute In This City.

GOOD WORD TO THE SICK

Institute Will Open Soon and the Sick People Will Not Have to Go to Distant Points

Doctors Jackson, Hoover and Scott, the three directors of the United Doc

JANESVILLE (WIS.) GAZETTE
DEC. 1, 1911

UNITED DOCTORS OPENING POSTPONED

PART OF OFFICE EQUIPMENT DELAYED IN SHIPMENT THE REASON.

READY FOR PATIENTS SOON

Was Hoped That Institute Could be Opened to the Public Tuesday.

As was announced in these columns Saturday, it was hoped that the United Doctors' New Janesville Institute on the fourth floor of the Hayes Block, corner of Main

LINCOLN (NEB.) JOURNAL
AUG. 25, 1907

MAY LOCATE IN LINCOLN

STATE HOT SPRINGS INSTITUTE MAY COME.

BOARD WILL INVESTIGATE

Dr. Kinsey Arrived Saturday to Look Field Over Entertained by Business Men.

Dr. Ben W. Kinsey, chief of staff of the Hot Springs Doctors and originator of the Hot Springs system of curing chronic diseases by some (secret) occult, arrived in the city from Topeka, Kan., yesterday and will spend several days in Lincoln, literally looking the town over with a view to establishing an institute

BELOIT (WIS.) FREE PRESS
MARCH 25, 1912

UNITED DOCTORS OPENING DELAYED

PART OF OFFICE EQUIPMENT DELAYED IN SHIPMENT THE REASON—READY FOR PATIENTS SOON.

As was announced in these columns Saturday, it was hoped that the

WHEELING (W. VA.) REGISTER
MAY 5, 1912

UNITED DOCTORS OPENING POSTPONED

PART OF OFFICE EQUIPMENT DELAYED IN SHIPMENT THE REASON.

Was Hoped That Institute Could be Opened to the Public Tuesday.

As was announced in these columns Saturday, it was hoped that the United Doctors' new Wheeling Institute, on the corner

Examples of advertisements showing their almost identical character for each place. In some it will be noted the names of supposed directors are given. These are dummy directors and are really only some of Kinsey's hired specialists. In the early days of the United Doctors, Kinsey copyrighted his advertisements, as will be seen by the example in the middle of the illustration. At the lower right-hand corner is an advertisement of the Hot Springs Doctors, similar in many respects to the others, and showing B. W. Kinsey's connection with that fake.

"Several fine suites of rooms have been leased on the second floor of the Little Block occupying the second floor of the building; this will be occupied by the institute for the first year, or until a more suitable building can be purchased or erected for a permanent home for the institute."

WIDE EXTENT OF THIS CONCERN

Such then, is the plan of the United Doctors. They now have established about fifty offices or "institutes" spread over thirteen states. During the last six months of 1912 at least ten new offices were opened in as many cities. They extend from Fort Dodge, Iowa, and Fort Worth, Tex., on the west and south, to Trenton, N. J., and Atlanta, Ga., on the east. They are all owned and controlled (with a few exceptions which will be noted later) by one man who exercises general supervision over the offices, writes practically all the advertising matter, contracts for insertion in the newspapers, rents the offices, buys the supplies and, most important of all, pockets the lion's share of the proceeds. This man is Ben W. Kinsey, whose former headquarters were in Chicago. His history shows the evolution of the typical quack.

PERSONNEL OF THE UNITED DOCTORS

Ben W. Kinsey was born and reared at Mackinaw, Tazewell County, Ill. He was graduated by the Jenner Medical College (then a low-grade night-school), Chicago, in 1904, engaged in private practice for about a year, and then became a pupil and assistant of "Phenomenal" Kraus, a notorious quack who on account of his methods got into trouble with the federal and state authorities in Missouri and Ohio for misusing the mails and irregularity in practice, and was described as a "most shameless medical advertiser."

HOT SPRINGS DOCTORS

Kinsey spent a few months with "Phenomenal" Kraus learning the ins and outs of the quack specialty business and then, being an apt pupil, branched out for himself, about 1906, under the name of the "Hot Springs Doctors." He pursued much the same methods at that time as at present and established so-called institutes during 1906 and the next two or three years in Ottumwa, Iowa, Lincoln, Neb., Topeka, Kan., and other places. As at present, he claimed then that he intended to purchase property and build permanent institutes; but so far as known he never did so.

The idea exploited at that time was "a wonderful Hot Springs system of home treatment." Kinsey claimed in his advertisements that he was a specialist whose scientific research and ingenuity had enabled him to discover the secret of the Hot Springs waters and made it possible to give in any home the same results which formerly could be obtained only by a visit to Hot Springs, Ark. As is well-known, the Hot Springs of Arkansas are under the supervision of the United States government and physicians who practice there must have a license endorsed by the government authorities. With the shrewdness of the true quack, Kinsey ingeniously claimed that his system of treatment was highly endorsed by the United States government and that the Hot Springs Doctors held a government license to treat all chronic diseases, etc. He described himself as being "better known among his associates in the medical profession as the man with the *x*-ray eye on account of his marvelous skill in locating and curing diseases." It will be seen that within a year or so after Kinsey graduated from a third-rate night medical school in Chicago he bloomed out as a wonderful specialist with the "*x*-ray eye," claiming marvelous power in the cure of all sorts of chronic diseases. About 1909, probably on account of the grossly false claims made for his system of Hot Springs treatment and the government

endorsement thereof, he found it expedient to change the name and methods under and by which he operated and began establishing offices under the name of the United Doctors.

LEGAL SNAGS

The practice of the United Doctors has not been all clear sailing, and Kinsey and his hired men have been legally called to account in numerous instances. Together with one of his hired specialists, Dr. Fletcher T. Riley, Kinsey was indicted in Milwaukee, Wis., in 1910, for violation of one of the statutes of Wisconsin regarding the publication of obscene matter in medical advertisements and for practicing without a license. Kinsey was convicted on the first charge and plead guilty on the other and was fined. Other indictments for similar violation of the statutes still hang over his head in Wisconsin.

UNITED DOCTORS GET BIG WELCOME
NEW ATLANTA OFFICES WERE CROWDED WITH CALLERS ALL DAY LONG YESTERDAY
SPECIALISTS ARE KEPT BUSY
Many Business Men Call to Wish the Doctors Success in New Field—Interest Shown.
UNITED DOCTORS GET WELCOME
New Muncie Institute Crowded With Patients and Visitors All Day Long
UNITED DOCTORS GET BIG WELCOME
Many Patients and Visitors Welcomed These Great Specialists to Our City—Some From Out of Town
UNITED DOCTORS GET BIG WELCOME
CROWDS OF SICK PEOPLE THRONGED WAITING ROOMS YESTERDAY.
Many Patients Came from Out of Town to See Great Specialists and Be Cured.
UNITED DOCTORS GET BIG WELCOME
New Wheeling Institute Is Crowded With Patients and Visitors all Day Long.
MANY FROM OUT OF TOWN CALL ON SPECIALISTS.
Specialists Compelled to Work Overtime and Then Could not see Half the Patrons.
UNITED DOCTORS GET BIG WELCOME
New St. Joseph Institute Was Crowded With Patients and Visitors Yesterday
Many New Patients Take Advantage of Remarkable Free Offer
UNITED DOCTORS GET BIG WELCOME
MANY OUT OF TOWN CALLERS

Other examples showing the identity in wording, etc., of advertisements in widely separated places.

At the trial in Milwaukee, Kinsey on the witness stand stated that he used the term "United Doctors" simply as a name under which he conducted his business; that he wrote the advertisements and attended not only to their insertion in the newspapers but also to all business matters connected with the offices of the United Doctors. Kinsey has grown rich from the business and is said to own 400 acres of good corn land in the Illinois River bottoms in Tazewell County, Ill., and 1,500 acres in Canada. The income from the fifty or more offices is said to be large.

While Ben W. Kinsey has been apparently the sole owner of the United Doctors, his brother, Lee B. Kinsey, seems to have acquired an interest in the

business. L. B. Kinsey lives at South Bend, Ind., and helps supervise the offices in Indiana and neighboring states. He formerly practiced as a civil engineer, but no doubt found from the experience of his brother that the advertising quack specialty business was a much more lucrative one.

SOME COUNTERFEIT "SPECIALISTS"

The character of the men employed by Kinsey as "specialists" in the offices of the United Doctors may be known by a brief history of a few of them.

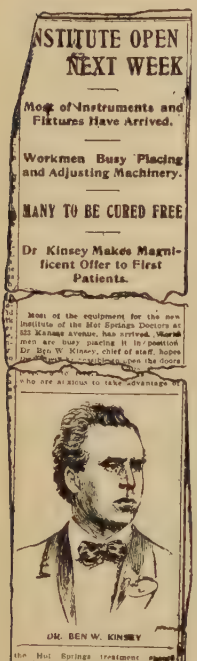
Dr. Fletcher T. Riley.—In 1910 this man was arrested with Ben W. Kinsey in Milwaukee for a violation of the Wisconsin statutes in regard to obscene advertising. He was graduated by the Ohio Medical College in 1877 and practiced for a time in Wisconsin. In 1909 he was connected with the United Doctors' office in Danville, Ill., and in 1910, with the Milwaukee office. Later he severed his connection with the United Doctors and operated an advertising specialist concern under his own name in Milwaukee.

Dr. Warren D. Scott.—Scott is a homeopath who graduated at Hahnemann Medical College, Chicago, in 1882, and has been associated with Ben W. Kinsey since the days when he was running the offices under the name "Hot Springs Doctors." He is sometimes referred to as one of the "directors" of the United Doctors. Dr. Scott, like most of the other men employed by Kinsey, is moved around from one office to another as the occasion demands or prudence dictates. In 1907, while he was working at Terre Haute, Ind., for Kinsey as one of the Hot Springs Doctors an attempt was made to revoke his license on account of irregular practice. Scott, however, was not a resident of the state and did not remain in Terre Haute. The case against him was dropped.

Dr. Pierre Lafayette Stewart.—This man was graduated at the American College of Medicine and Surgery, Chicago, in 1905. After practicing at the village of Shelburne, Ind., for a time he was employed by the United Doctors at different times in the offices at Bloomington and Decatur, Ill., Omaha, Neb., and Logansport, Muncie and South Bend, Ind. In 1911, while he was practicing at Muncie and South Bend, Ind., charges were filed against him before the Indiana State Board of Medical Registration and Examination on account of fraudulent advertising and misrepresentation in connection with the Muncie office of the United Doctors and also because of his alleged excessive use of intoxicants. One specification in the charges referred to the fraudulent nature of a testimonial prepared by Stewart to which he secured the signature of one of his victims. This testimonial will be referred to later. Stewart's advertisements claimed that he used many complex and wonderful instruments for diagnostic and other purposes. When asked by the state board to tell with what instruments the Muncie office was equipped, Stewart could name only a few of the instruments known to and used by nearly every practicing physician. He admitted that he had no *x*-ray apparatus, no centrifuge and no cystoscope, and he further admitted that he had no instruments whose use was unknown to other doctors. He claimed that he had nothing to do with the advertisements inserted in the newspapers and that he had no hand in writing them, his only duty being to examine and treat patients—and collect the fee! The case before the state board for revocation of Stewart's license has never been decided. He severed his connection with the United Doctors, however, and later opened an advertising business of his own at Richmond, Ind., under the name of the Stewart Medical Company.

Dr. L. F. Elston, alias L. F. Elstein, alias L. Fink Elstein, alias Leopold Finkelstein.—This multinamed individual at the time of its opening and for

some time thereafter, conducted the office at Wheeling, W. Va. Formerly he supplied the Wisconsin offices in Eau Claire, Milwaukee, Racine, Janesville and Beloit, and is referred to in some of the advertisements as a "director" of the United Doctors. He received a diploma under the name of Leopold Finkelstein from the College of Physicians and Surgeons in Baltimore in 1885. His modesty is shown in the statement made by him concerning his qualifications in the Wheeling *Intelligencer*, May 16, 1912:


NSTITUTE OPEN NEXT WEEK

Most of Instruments and Fixtures Have Arrived.

Workmen Busy Placing and Adjusting Machinery.

MANY TO BE CURED FREE

Dr Kinsey Makes Magnificent Offer to First Patients.

Most of the equipment for the new institute of the Hot Springs Doctors at 825 Kanawa avenue, has arrived. Workmen are busy placing it in position. Dr. Ben W. Kinsey, chief of staff, hopes [illegible] open the doors

who are anxious to take advantage of

DR. BEN W. KINSEY

the Hot Springs treatment [illegible] which the State [illegible]

Advertisement of the Hot Springs Doctors from the Topeka (Kan.) *State Journal*, May 30, 1907, with picture of Quack Kinsey, "the man with the *x*-ray eye," early in his career of quackery.

"One of the originators and the head of the United Doctors is L. F. Elston, A.B., M.D., a physician of vast learning, having devoted many years in obtaining his education to study [sic]. Dr. Elston has studied in France, Greece, Italy, England, Switzerland, Austria, Turkey and Russia. He has taken a scholarship at both Oxford and Yale. He has taken post-graduate work at the College of Physicians and Surgeons at Baltimore, Md., and was assistant to the great nerve specialist, Prof. Arnold, of the University of Pennsylvania. Dr. Elston was personally appointed a state health officer for the state of New Jersey by ex-Governor Abbott. A remarkable record is finished by the fact that he speaks, reads and writes nine languages."

The writings of Elston do not indicate that he profited much by the "extensive studies" in the various foreign countries mentioned by him. It is one of the customs of many men coming from abroad to claim graduation from foreign institutions which, when investigated, have no existence. Inquiry of the dean of the medical department of the University of Pennsylvania reveals the fact that no great nerve specialist by the name of Professor Arnold was ever connected with that university, and they know nothing of Dr. Elston, Elstein or Finkelstein. His claim to having been appointed a state health officer of the state of New Jersey is apparently based on the fact that Elston was appointed for a temporary service in 1893 for the purpose of making a report relative to the Russian-Jewish colonies in southern New Jersey.

These men are typical of the men employed by the United Doctors and heralded by them in their extravagant advertisements as great specialists with marvelous powers of diagnosing and curing disease. They probably are as good as could be secured by advertisements in the daily newspapers.

BUSINESS MEN'S ASSOCIATION ACTS

When the institute of the United Doctors was about to be opened in Wheeling, W. Va., the Retail Business Men's Association of that city, prompted by some inquiries concerning their advertising methods, undertook to look into the standing of the United Doctors. Accordingly a letter signed by the Business Men's Association was addressed to the United Doctors asking the manager (Elston) to meet the Association and present credentials so that the Association might place them before the public correctly. The United Doctors or its representatives, of course, failed to appear and the Business Men's Association, in a statement in the Wheeling *Register* of May 15, 1912, made the following comments:

"The public will have to put its own construction on the failure of the United Doctors to appear and give proper information concerning themselves to the recognized organization

of the legitimate business concerns who deal directly with the people. A fair inference would seem to be that the men who are advertising here under the name of the United Doctors are part of the same crowd who are using this name in the central west to hide the true character of the individuals in actual charge of the offices and are unwilling to be questioned too closely concerning their antecedents."

As a "come-back," Elston, for the United Doctors, in one of his advertisements in the Wheeling *Intelligencer,* May 16, 1912, attempts to answer these criticisms. Notwithstanding his claim to be master of nine languages his English does not show up very well in this quotation:

"An article appeared in these columns recently, stating that a local business organization were to investigate the methods of the United Doctors. Owing to the unfairness of this organization in inserting this article in such a manner as to lead the public to believe that they had some moral or legal right to set themselves a judge and jury for the community and then placing still another article in the papers with further insinuation through no apparent reason for this badgering. There is a reason, of course—a very live and real reason, if one thinks and sees behind the scenes. Should one look hard enough he will not unlikely see a competitor pulling the strings."

A further attempt to offset the damaging criticisms made by the Business Men's Association appeared in an advertisement in the Wheeling *News,* May 19, 1912. Elston says:

"A telegram was received yesterday saying that the Beloit Commercial Association of Wisconsin would be pleased to answer all inquiries regarding the professional standing of the United Doctors. They state that the United Doctors' standing is in every way of the very best."

This statement was brought to the attention of the Commercial Club of Beloit which replied that there was no truth in it and that the president of the Commercial Club, who at the time was in California, would, if he were in Beloit, probably push the matter against the United Doctors for making such a statement. Neither the secretary of the club nor the members knew of any such action or endorsement.

RHEUMATISM—A CURE THAT DIDN'T CURE

The testimonial is a time-honored institution and is the thing chiefly relied on by both the "patent-medicine" fakers and the quack in selling medicines or in procuring victims. It is freely employed by the United Doctors and a few examples to illustrate the shameless manner in which the public is deceived will not be amiss.

One of the charges made against Dr. Pierre Lafayette Stewart before the Indiana State Board was that he had prepared and inserted in the Muncie *Morning Star,* March 18, 1911, the following testimonial:

"MUNCIE, IND., Feb. 5, 1911.

"*To the Public*:—I want to make a statement to the public concerning my wife. As I am a resident of Muncie, I am not ashamed for anyone to know where she got her first and only relief. For thirteen years my wife has been suffering with inflammatory rheumatism and has been confined to her bed all this time. I tried doctor after doctor with no results and last Sunday I persuaded the specialist of the United Doctors to come and see her. He at once diagnosed her case and told me she could be relieved. I could scarcely believe this as I had experimented so much with other doctors, but I told him to put her under treatment.

"It has now been just one week since she began taking the doctor's treatment and she has been out of bed three days this week and I owe everything in praise of these specialists. If anyone does not believe this they can call at my house and I will gladly answer any questions.

"F. O. TROUT."

The real status of this testimonial is made plain by the following affidavit made by F. O. Trout and filed with the State Board:

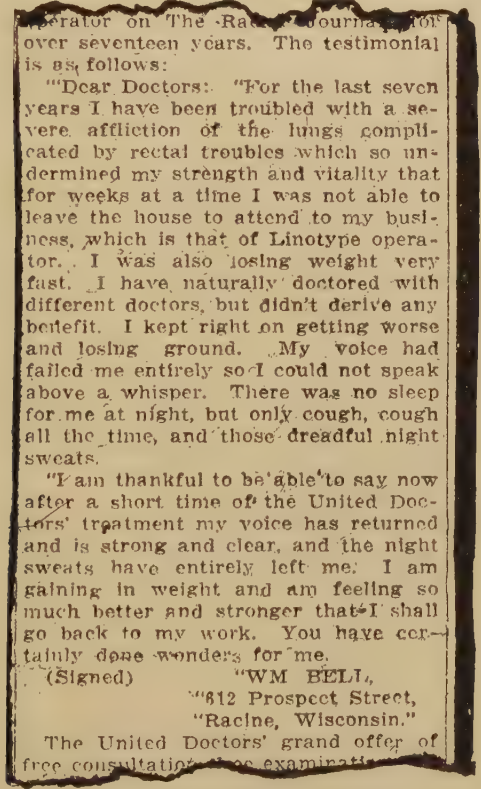
"I, F. O. Trout, of my own free will and under oath, hereby state that I have read an advertisement of the United Doctors, who are practicing medicine in Muncie, Indiana, said

advertisement appeared in the Muncie *Morning Star,* March 18, 1911, and contained a letter to the public over my signature. This letter contained statements that are untrue and which I did not authorize. At no time while doctoring with the United Doctors could my wife get out of bed without assistance.

"I wish to further state that Dr. Pierre Lafayette Stewart is the man who attended my wife as above stated, and who represented the United Doctors. The aforesaid Dr. Pierre Lafayette Stewart made the statement at the beginning of his treatment of my wife that he would have her walking in six weeks, and on this representation and agreement I paid him $19.50, which he obtained under false pretenses, as at no time since the beginning of his treatment has my wife been able to walk without assistance. At this date, May 6, 1911, she is still an invalid and is confined to her chair.

"I make the foregoing statements voluntarily that the public may know the truth about this case.

F. O. TROUT.



erator on The Ra[illegible] Journal for over seventeen years. The testimonial is as follows:

"'Dear Doctors: "For the last seven years I have been troubled with a severe affliction of the lungs complicated by rectal troubles which so undermined my strength and vitality that for weeks at a time I was not able to leave the house to attend to my business, which is that of Linotype operator. I was also losing weight very fast. I have naturally doctored with different doctors, but didn't derive any benefit. I kept right on getting worse and losing ground. My voice had failed me entirely so I could not speak above a whisper. There was no sleep for me at night, but only cough, cough all the time, and those dreadful night sweats.

"I am thankful to be able to say now after a short time of the United Doctors' treatment my voice has returned and is strong and clear, and the night sweats have entirely left me. I am gaining in weight and am feeling so much better and stronger that I shall go back to my work. You have certainly done wonders for me.

(Signed) "WM BELL,
"612 Prospect Street,
"Racine, Wisconsin."

The United Doctors' grand offer of free consultation [illegible] examinati[illegible]

Fac-simile of testimonial alleged to have been given by William Bell, Racine, Wis., who died in a little over a month after the above testimonial appeared in the advertisement of the United Doctors stating that he was cured of lung and rectal troubles. This advertisement continued to appear as late as Feb. 17, 1913, when it was printed in the Dayton (O.) *News.*

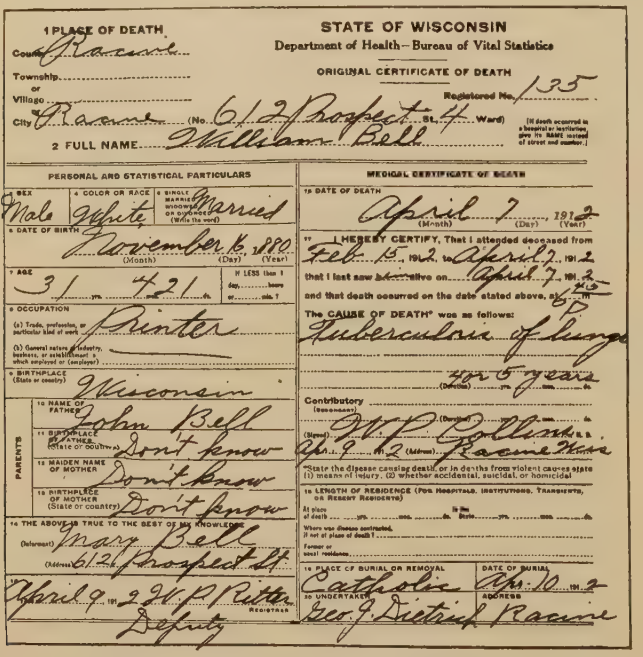
CURING CONSUMPTION—PATIENT DEAD WITHIN A MONTH

According to an advertisement of the United Doctors, printed in the Beloit *News,* March 5, 1912, William Bell, of Racine, Wis., gave them the following testimonial:

"*Dear Doctors*:—For the last seven years I have been troubled with a serious affection of the lungs complicated by rectal troubles which so undermined my strength and vitality that for weeks at a time I was not able to leave the house or attend to my business, which is that of a linotype operator. I was also losing weight very fast. I have naturally doctored with different doctors but didn't seem to derive any benefit. I kept right on getting worse and losing ground. My voice had failed me entirely so I could not speak above a whisper. There was no sleep for me at night, but cough, cough, all the time and those dreadful night sweats.

"I am thankful to be able to say that now after a short time of the United Doctors' treatment, my voice has returned and is strong and clear and the night sweats have entirely left me. I am gaining in weight and sleep fine and feel so much better and stronger that I shall go back to my work. The United Doctors have done wonders for me.

"WILLIAM BELL,
"612 Prospect St., Racine, Wis."



STATE OF WISCONSIN
Department of Health—Bureau of Vital Statistics
ORIGINAL CERTIFICATE OF DEATH

1 PLACE OF DEATH
County Racine
Township
or
Village
City Racine (No. 612 Prospect St. Ward) Registered No. 125
2 FULL NAME William Bell

PERSONAL AND STATISTICAL PARTICULARS

3 SEX: Male
4 COLOR OR RACE: White
5 SINGLE, MARRIED, WIDOWED, OR DIVORCED (Write the word): Married
6 DATE OF BIRTH: November 6, 1880 (Month) (Day) (Year)
7 AGE: 31 yrs. 4 m. 21 d. If LESS than 1 day, hours or minutes?
8 OCCUPATION: (a) Trade, profession, or particular kind of work: Printer
(b) General nature of industry, business, or establishment in which employed or (employer)
9 BIRTHPLACE (State or country): Wisconsin
PARENTS
10 NAME OF FATHER: John Bell
11 BIRTHPLACE OF FATHER (State or country): Don't know
12 MAIDEN NAME OF MOTHER: Don't know
13 BIRTHPLACE OF MOTHER (State or country): Don't know
14 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE
(Informant) Mary Bell
(Address) 612 Prospect St.
April 9, 1912 W. P. Ritter Registrar
Deputy

MEDICAL CERTIFICATE OF DEATH

15 DATE OF DEATH: April 7, 1912 (Month) (Day) (Year)
I HEREBY CERTIFY, That I attended deceased from Feb. 15, 1912, to April 7, 1912, that I last saw ... alive on April 7, 1912, and that death occurred on the date stated above, at 6 P.M.
The CAUSE OF DEATH* was as follows:
Tuberculosis of lungs
4 yrs 5 years
(Duration) yrs. mos. da.
Contributory (Secondary)
(Signed) W. P. Collins M.D.
(Address) 9 W. 2 Racine Wis.
*State the disease causing death, or in deaths from violent causes state (1) means of injury, (2) whether accidental, suicidal, or homicidal
16 LENGTH OF RESIDENCE (For Hospitals, Institutions, Transients, or Recent Residents)
At place of death ... yrs. ... mos. ... da. In the State ... yrs. ... mos. ... da.
Where was disease contracted, if not at place of death?
Former or usual residence
17 PLACE OF BURIAL OR REMOVAL: Catholic
DATE OF BURIAL: Apr. 10 1912
18 UNDERTAKER: Geo. J. Dietrich
ADDRESS: Racine

Reproduction of certified copy of death certificate of William Bell, Racine, Wis., who died of tuberculosis April 7, 1912, and whose alleged testimonial appeared in the Dayton (O.) *News* as lately as Feb. 17, 1913, in an advertisement of the United Doctors, stating that he was cured of lung and rectal troubles.

As a matter of fact, William Bell, of 612 Prospect Street, was buried April 10, 1912. The death certificate which we reproduce shows that William Bell died of tuberculosis a little over a month after the testimonial and advertisement stating that he was cured appeared in the Beloit paper. Nevertheless this testimonial continued to do service for months afterward as the Dayton (Ohio) *News*, July 1, 1912, and Feb. 17, 1913, contained it in an advertisement of the United Doctors exploiting their Dayton institute.

Mr. Ed. J. Cooper, then of Wamego, Kan., according to an advertisement of the United Doctors in the Danville (Ill.) *News* of May 28, 1912, gave the following testimonial, which was used by the United Doctors to show how one of their well-pleased (?) patients had induced his friends to go to the United Doctors:

"*Dear Doctor:*—I can recommend the United Doctors to any one needing the advice of a specialist in any chronic disease of the kidneys, liver and digestive organs. I have been under their treatment and was greatly benefited in less than two months. They seemed to understand my case from the start and gave me relief at once. I have sent them a friend for treatment and he has, also, been greatly helped by them.

"I am sure that any sufferer will find the United Doctors fair, just and courteous, as well as successful in their treatment. "ED J. COOPER."

Cooper, who is in the real estate business in Denver, writes:

"They wrote the recommend and I never knew what it was until I saw it in print. They lied when they say my friend was helped for he never was. I can say that I never got any benefit after the first month and I think they are quacks preying on the unfortunate sick. I know some of their patients in Nebraska and they never were benefited after the first month. They claim to cure every chronic disease and I know three of us took the very same medicine and our disease was nowhere alike. We compared the medicine and were satisfied it was all alike.

"Yours respectfully, "ED J. COOPER."

Notwithstanding the discrepancies between Cooper's own statement and that made for him by the United Doctors, the testimonial is still working overtime securing victims for these quacks.

FALSE CLAIMS AS TO CURE OF EPILEPSY

Although they are still making many reckless statements and claims in their advertisements and in the bogus testimonials which they print, these quacks are beginning to show evidence of caution, and claims for the "cure" of diseases known to be practically incurable are not so frequently made. Their statements are more general, both in the testimonials and in the advertisements. They will claim to cure stomach trouble, kidney disease, bladder trouble, bowel trouble, pain in the side or lame back, etc., without particularly specifying any definite disease.

Occasionally, however, they are unwise enough to make specific statements, as the following testimonials will show. The first is that of Mary Huggins, printed in the South Bend (Ind.) *News,* March 29, 1912:

"*To the Public:* "MONTPELIER, IND., March 15, 1912.

"Ever since I was thirteen years old I have been a sufferer of that dreadful malady, epilepsy, and until within the last few months it was not safe for me to be out alone for fear of the terrible seizures which would suddenly take possession of my nervous system. I usually had from two to three a week of these attacks.

"No one who has not had the experience can conceive how terrible it is to be suddenly (without the least warning) thrown into a spasm and unconsciousness, to be dead to the world as it were, and yet be alive, we often wonder why we cannot die while suffering one of those dreadful attacks and thus put an end to the physical side of it, but destiny, fate or whatever you may call it has so decreed that such is not to be, at least not yet, and we must continue to hunt relief.

"To enumerate the different remedies and methods of treatment which I have tried Christian Science, three years of Osteopathy, Chiropractic and what not. To give all credit I will say that to a certain extent they helped, but I never got any real relief until I began treatment with the United Doctors, about three months ago, since beginning their treatment I have felt better and been less nervous than ever before. I am no longer afraid to be alone and go and come as I please. Very Gratefully,

"MARY HUGGINS."

The answer to this is the following affidavit made by Mrs. Bessie Huggins and Mr. George W. Huggins, the mother and father of Mary Huggins:

"Mrs. George Huggins and Mr. George Huggins, husband and wife, being duly sworn upon oath, say that they are residents of Montpelier, Blackford County, Indiana, and that a certain article, or purported to be testimonial, which was printed and circulated in several newspapers over the State of Indiana, and which was dated March 15, 1912, and signed by Mary Huggins, who is our daughter, same containing statements of the help she had received from the treatments given her by The United Doctors, who claim to be expert medical specialists, that this

statement was made without our knowledge or consent, and further without the knowledge and consent of our daughter, Mary, and that our daughter is no better after taking treatments from these Doctors than she was before, and she informs us that at one time when she went to their office to take treatment, that she was asked to sign a paper which she now concludes was the statement which is being published by them, and that at the time she signed said paper she did not know what it was or what it contained, and would not have signed same if she had known that same contained statements printed as a testimonial from her, and that she does not feel any better at this time than she did before receiving and taking said treatments from said doctors, and that the statements contained in said testimonial are not true.

BESSIE HUGGINS,"
Geo. W. HUGGINS."

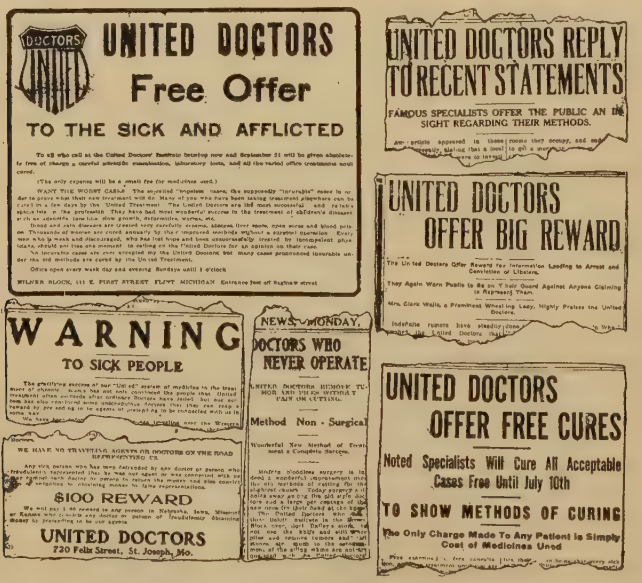
William Zackery, whose wife suffered from epilepsy, fell a victim to the wiles of the United Doctors. Here is his testimony as it appeared in the St. Joseph (Mo.) *News-Press*, April 17, 1912:

"RED CLOUD, NEB., June 28, 1911.

"I am happy to state that my wife is improving fast under your treatment. You took her case after many other doctors had failed to do any good and so we are more than pleased with the improvement she has made. I can recommend the United Doctors, and any time I can speak a good word for you I will do so.

"If there is anyone you want to refer to us do not hesitate in doing so, for you have done more for my wife than all the other doctors ever did. She is so much better that we feel very grateful and know that she is on the right road to a cure.

"WILLIAM ZACKERY."


DOCTORS UNITED
UNITED DOCTORS
Free Offer
TO THE SICK AND AFFLICTED
UNITED DOCTORS REPLY TO RECENT STATEMENTS
FAMOUS SPECIALISTS OFFER THE PUBLIC AN INSIGHT REGARDING THEIR METHODS.
UNITED DOCTORS OFFER BIG REWARD
WARNING
TO SICK PEOPLE
$100 REWARD
UNITED DOCTORS
720 Felix Street, St. Joseph, Mo.
NEWS-MONDAY.
DOCTORS WHO NEVER OPERATE
Method Non-Surgical
UNITED DOCTORS OFFER FREE CURES
Noted Specialists Will Cure All Acceptable Cases Free Until July 10th
TO SHOW METHODS OF CURING
The Only Charge Made To Any Patient is Simply Cost of Medicines Used

Group of characteristic advertisements of the United Doctors, offering free, non-surgical cures, with a bluff in the form of a warning to sick people and offer of a reward against other quacks who infringe on their particular form of graft.

Within a few weeks of the time this appeared, W. Zackery was questioned regarding it. According to our informant he stated that after taking the first treatment he thought his wife was improving; afterward she became worse and at the time of making the inquiry (May, 1912) was no better. He said the statement in the testimonial was much exaggerated. He wrote them that she was better but never said that she was cured. Afterward she became worse. They

charged him $65 for the treatment. Mrs. Zackery's father, Joseph Saladen, also said she was no better and that they had no faith in the United Doctors.

Mr. Charles E. Etherton of Decatur, Ill., is another victim of epilepsy, and a testimonial supposed to have been given by him was printed in the local papers stating that he had been cured. On inquiry of Mrs. Etherton, however, it was learned that Mr. Etherton is worse than ever, although they paid the United Doctors $180 to cure him. She says:

"My husband has fits just the same as before he was treated with the United Doctors, and he quit them because he was getting worse.

"MRS. CHAS. E. ETHERTON."

OTHER MISREPRESENTATIONS

Other testimonials are less definite as to the pathologic condition present but are obtained by the same methods and are probably equally valuable as to the benefit derived from the treatment of the United Doctors.

T. P. McCandless of Springfield, Neb., supposedly gave a testimonial printed in the Danville (Ill.) *News*, May 24, 1912, and also in many other papers, which no doubt has served to rope in numerous victims:

"SPRINGFIELD, NEB., Nov. 23, 1910.

"It may be remembered that a year ago I published a statement about how well I was doing under the United Doctors' treatment. I wish to again state, for the benefit of all sick people, that I am still in fine health after having been cured last year. I seem to feel better all the time. In fact, the hands of time seem to have turned back and I feel many years younger than I really am. I give credit to the United Doctors for my restoration to a normal life again, and my wife also has these doctors to thank for her present good health, for they have cured her of rheumatism. "T. P. MCCANDLESS."

When questioned concerning it, Mr. McCandless, it is said, emphatically denied fathering such a testimonial and said he did not know that such a statement existed. He admitted, however, that he had taken treatment from the United Doctors several years before for "malaria," when he was asked to sign some kind of statement the nature of which he did not know. He also says, regarding the statement that his wife was cured of rheumatism by the United Doctors, that at the time of making the inquiry she was as bad as when she was taking treatment of the United Doctors, if not worse.

The following testimonial of Mrs. A. W. Rice was printed in the Logansport (Ind.) *Reporter*, May 9, 1912:

"MUNCIE, IND., April 1, 1911.

"After having suffered for over four years with nervous headaches, sleeplessness, a tired feeling all the time, and being compelled to lay down nearly half the time, and during all this time I had doctored with several physicians, some of whom said an operation was necessary, and some told me I could not be cured. I had at last given up hope of ever being relieved when I read of the United Doctors and decided that I would try their wonderful treatment.

"I have now treated with these specialists only eight weeks and in that time I have gained over twenty pounds in weight and feel like an entirely different woman and I know that I am going to be entirely cured.

"The United Doctors are the only ones that have ever given me any relief, and I cannot say too much in praise of their wonderful treatment, and I find their terms reasonable.

"313 Queen Street." "MRS. A. W. RICE.

The report of the investigation of this testimonial is as follows: "When I called at the home of Mrs. A. W. Rice, a semi-invalid met me at the door. She dropped into a near-by chair before she could respond to my salutation. She told me she had not doctored with the United Doctors now in Muncie. She had consulted the doctor now here, considered him of no account and never returned to his office. Some two or three years ago one of the United Doctors by the name of Stewart had prescribed for her and medicine gave her relief for a time.

When I read the testimonial dated Jan. 24, 1912, bearing her signature, she became embarrassed and claimed she had written nothing within the past two years, and had never written all that said testimonial contained. Mrs. Rice is not well, in any sense of the word."

MAKING CAPITAL OUT OF A SIMPLE CONDITION

As an instance of the way in which the United Doctors and other quacks make capital out of some simple condition the following testimonial of Mrs. William E. Moon of Greentown, Ind., is interesting:

"GREENTOWN, IND., April 29, 1912.

"Gentlemen:—In the night of July 8, 1906, our little boy, who was three years old, began to choke and gasp for breath. He was so bad that we did not think he would live until we could get the doctor, and from that time on up to one year ago, before we visited the United Doctors, which was in October, 1911, he had the same spells every six or eight weeks, which would last from eight to ten days. For one year before we visited the United Doctors the bad, loud, hard breathing bothered him all the time. He coughed and breathed so hard and loud that together with the constant care he required the rest of the family were worn out. The condition could not be exaggerated. He vomited great quantities of phlegm and about all his nourishment. He became pale and bloodless, and was not able to play or go to school on account of the distressing symptoms. We tried doctor after doctor, and bottles and bottles of patent medicines, and almost smoked his eyes out, all to no avail, for he grew worse all the time. Two of the best specialists in Evansville utterly failed to benefit him.

"On October 4, 1911, we began the United Treatment of the United Doctors. Wonderful to say, for it sounds like magic, the first night he slept like a new born babe, something he had not done for a year before. He has had no trouble since. He goes to school every day, and can run and play with any boy. He has picked up in flesh until the neighbors hardly know him.

"MRS. WM. E. MOON."

On inquiry into this wonderful case it was found by our informant that this child was subject to ordinary spasmodic croup occasionally, which was relieved by the family physician by the usual simple methods. In the hands of the United Doctors, however, the case becomes a horrible example of the failure of the ordinary doctor to recognize the true condition. This all helps to impress the public with the great powers of the United Doctors.

Everything is grist to the testimonial mill of the quack. Any simple condition may be given a terrifying name and when the condition becomes better, as it would no doubt do without the valuable services of the United Doctors, much is made of it in a testimonial.

Edna Steele of Bellaire, Ohio, went to the United Doctors, according to the Wheeling (W. Va.), *Register*, May 24, 1912, and subsequently they printed the following testimonial said to have been signed by her:

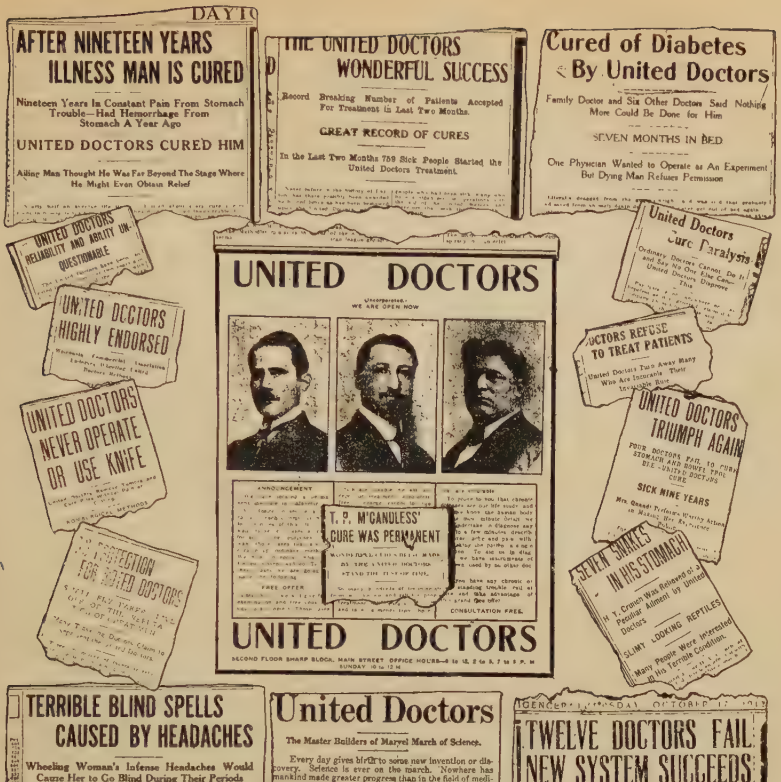
"To the Public:—I wish to say a few words to the public about my past and present condition. When I first went to the United Doctors I felt very miserable. I felt very tired, I had bad headaches and I could not sleep at nights. My trouble was Kidney and Liver trouble from which I suffered over a year. When I went to the United Doctors I did not expect such relief and especially in such a short space of time. I now wish to tell other sufferers like I used to be what six days' treatment did for me. I have no more head aches, I sleep better and am once more cheerful and happier than I ever was before. I state this absolutely voluntarily for it is due the public to know the wonders the United Doctors have accomplished for me.

"Sincerely,

"EDNA STEELE.

"3436 Trumble St., Bellaire, O."

Investigation showed that Edna Steele had always been healthy and strong. She was a domestic in a Wheeling hotel and was 25 years old. Because of some slight indisposition she consulted the United Doctors in Wheeling who told her she had liver and kidney disease. She is now well and the United Doctors claim great credit.


AFTER NINETEEN YEARS ILLNESS MAN IS CURED
Nineteen Years In Constant Pain From Stomach Trouble—Had Hemorrhage From Stomach A Year Ago
UNITED DOCTORS CURED HIM
Ailing Man Thought He Was Far Beyond The Stage Where He Might Even Obtain Relief
THE UNITED DOCTORS WONDERFUL SUCCESS
Record Breaking Number of Patients Accepted For Treatment in Last Two Months.
GREAT RECORD OF CURES
In the Last Two Months 789 Sick People Started the United Doctors Treatment.
Cured of Diabetes By United Doctors
Family Doctor and Six Other Doctors Said Nothing More Could Be Done for Him
SEVEN MONTHS IN BED
One Physician Wanted to Operate as An Experiment But Dying Man Refuses Permission
UNITED DOCTORS RELIABILITY AND ABILITY UNQUESTIONABLE
UNITED DOCTORS HIGHLY ENDORSED
UNITED DOCTORS NEVER OPERATE OR USE KNIFE
PROTECTION FOR UNITED DOCTORS
UNITED DOCTORS
T. P. M'CANDLESS' CURE WAS PERMANENT
CONSULTATION FREE.
UNITED DOCTORS
United Doctors Cure Paralysis
DOCTORS REFUSE TO TREAT PATIENTS
UNITED DOCTORS TRIUMPH AGAIN
SICK NINE YEARS
SEVEN SNAKES IN HIS STOMACH!
Many People Were Interested in His Terrible Condition.
TERRIBLE BLIND SPELLS CAUSED BY HEADACHES
Wheeling Woman's Intense Headaches Would Cause Her to Go Blind During Their Periods
CURED BY UNITED DOCTORS
Complication of Ailments That Caused Serious Results Vanished In One Month
United Doctors
The Master Builders of Marvel March of Science.
Every day gives birth to some new invention or discovery. Science is ever on the march. Nowhere has mankind made greater progress than in the field of medicine. The trained expert can now look farther and farther into the secrets of disease than ever before. America does not contain a greater corps of expert specialists more adept in these conditions than the United Doctors. The new United System is certainly a boon to mankind.
Dr. Dresbach, who is at the head of the United Doctors, is speaking about this new system of treatments, says: "The average person can scarcely realize the wonderful results obtained in many chronic and seemingly hopeless cases. The rapid absorption of large tumors, enlarged glands, abscesses and other abnormal growths in various parts of the body, the shrinking and disappearance of Piles, the closing and healing of a rectal fistula without operation, the rapid reconstruction of a diseased lung, the restoration of the functions of the Stomach, the Heart, Liver, Bowels, Bladder and Kidneys, as well as to regrow, as it were, the entire nerve system, has gained for us a wide reputation."
NEW SYSTEM SUCCEEDS
United Doctors Again Triumph Over Old Methods of Treating Disease and Succeed.
ONE MONTH'S TREATMENT
Stomach, Kidney and Bladder Trouble Completely Relieved in One Month's Time
CARTHAGE
TWELVE DOCTORS FAIL NEW SYSTEM SUCCEEDS
TRAVELLED HUNDRED MILES TO PRAISE UNITED DOCTORS

Another group of advertisements showing their preposterous claims for cures, including advertisements concerning Mrs. K. Quandt and T. P. McCandless, whose testimonials and the patients' replies to them will be found in the text of this article. When asked by a physician about the man with the "Seven Snakes in His Stomach" the "United" doctor grinned and side-stepped and said the patient thought they were snakes, but that the advertisement said they looked like snakes, and were "trail worms," whatever they may be. The statement in the advertisement "Doctors Refuse to Treat Patients" is highly improbable—unless, perchance, they had no money. The advertisement in the center of the illustration and the central one in the lower row represent the advertisements of infringers on the graft of Kinsey's United Doctors, and are described by him as "Small Fry Fakers Who Live Off of the Reputation of Great Men." The lower advertisement is that of Dr. H. V. Dresbach, who runs what seems to be an independent "United Doctors" office at Joplin, Mo., and another at Pittsburg, Kan. He makes even more extravagant claims as a "great specialist" than Kinsey and his hired men. The central figure in the group in the center of the illustration is Dr. James Monroe Hancock, formerly of Chicago, who is the chief promoter and manager of the United Doctors, incorporated in Indiana with offices in Michigan City, Marion and Lafayette. This outfit uses the same methods as Kinsey's concern, and indeed, in their advertisements refer to and use some of Kinsey's testimonials and refer to some of his other United Doctor offices. He was formerly in the employ of Kinsey and opened and closed the Elmira, N. Y., office inside of two weeks for lack of business, and because one of his hired "specialists" was not licensed in the state and was not allowed to practice. The other quit because his salary was not paid, it is said. Hancock's experiment at Elmira was said to have netted a loss of about $1,000. Hancock seems to be an energetic individual and has recently started and is president of the United College of Chiropractors at Lafayette, Ind.

SOME TESTIMONIALS PLAIN LIES

Occasionally a testimonial seems to be made out of whole cloth and the victim after seeing it in print denies any responsibility for it. The testimonial of Mrs. K. Quandt of 111 South Third Street, Streator, Ill., which appeared in the Beloit (Wis.) *Free Press,* April 18, 1912, and in many other papers, is an example:

"To the Public:
"After suffering nine years from stomach and bowel trouble and having a miserable life from headaches I tried the United Doctors' treatment, though with very little hope of getting better as I had tried four doctors and two lady doctors without aid. I must say truthfully that after one month of the United Doctors' treatment I am feeling fine and enjoy my meals, and am a different person."

When Mrs. Quandt was asked about this testimonial it is reported that she stated that she did not write it; that the treatment she received made her worse and she had to discontinue it and was at that time being treated by her home physician for a condition different from that stated by the United Doctors in the testimonial which Mrs. Quandt asserts she did not write.

A RELATIVE BOOSTS THE GAME

John D. Clark says that he is a real-estate dealer and resides at Mackinaw, Ill. The South Bend (Ind.) *News,* Jan. 7, 1912, contains a long testimonial from John D. Clark in which he praises the United Doctors highly for curing him of constipation of sixteen years' standing which, he says, had made him a nervous wreck and at times rendered him utterly unfit for business. He also boosts their game by including in his testimonial a statement that when he saw what this wonderful new treatment was doing for him, he advised a friend who had gall-stones to go to the United Doctors for treatment. After going the rounds of all the other doctors without relief, some of whom advised operation, John D. persuaded his friend to go to the United Doctors. He fails to state whether or not the United Doctors cured the gall-stone patient, but leaves it to be inferred that they did.

On inquiry it was found that John D. Clark is connected by marriage with Lee B. Kinsey, who manages the South Bend and other offices, and that during the previous two years, at least, Mr. Clark had apparently been a perfectly healthy man and had never been laid up a day during that time.

THE LESSON OF THESE TESTIMONIALS

These testimonials illustrate the various and devious methods of the advertising quack specialist in obtaining material to bolster up his practice. They are samples only. Many others could be given if there were space. They are exactly on a par with those obtained and printed by the "patent-medicine" fakers. They represent purchase, deception, misrepresentation of the condition and what the patient intended to say about it, and downright lying. But they serve the purpose of ensnaring victims; thus their documentary truth or falsity is not a matter really to be considered, for except commercially, they are utterly worthless.

It is unfortunately true that even among educated and intelligent people the ridiculous pretensions and the fraudulent testimonials of the quack are often accepted at their face value and so the unwary fall easy victims. It should be understood, however, that the money taken from the people for the alleged service rendered by quacks is not the most deplorable feature of the business, although in many instances money is taken from poor incurables who have been deluded by their lying advertisement into the belief that they can be cured when

the money is actually needed for food. The most serious harm is done in cruelly and futilely raising the hopes of patients with serious or even incurable maladies.

INFRINGEMENTS ON THE UNITED DOCTORS' GRAFT RESENTED

As might readily be supposed the success of the scheme worked by the United Doctors has not been overlooked by others, and the name "United Doctors" with slight modifications has been appropriated by them, so that we have the "United Doctors, Specialists," "Original United Doctors," "United Doctors, Incorporated" and "Northwestern United Doctors." This infringement on their particular form of swindle is resented by the United Doctors, and in their advertisements they complain of the "small-fry imitators" who claim to have "something just as good" or "the same thing under a different name." They say: "The phenomenal success of the United Doctors in curing old chronic and deep-seated diseases by their wonderful new system of treatment has brought forth a lot of swindlers pretending to have the same treatment." This is an instance of the pot calling the kettle black. They even offer in one of their advertisements $100 reward for any person in Nebraska, Iowa, Missouri or Kansas who convicts any doctors or persons of fraudulently obtaining money by pretending to be the agents of the United Doctors. This offer of reward is set forth as a "WARNING TO SICK PEOPLE." As a piece of skilful advertising this probably brings returns.

Among others who have appropriated the name "United Doctors" are the United Doctors of Joplin, Mo., run by Dr. Harry V. Dresbach, who has also recently opened an office at Pittsburg, Kan., and who exploits the "oxyoline machine" and the "Alfalfa Remedies." Also the "United Doctors," incorporated in Indiana by Dr. James Monroe Hancock, formerly of Chicago, and a number of other men. This concern has offices at Michigan City, Marion and Lafayette, Ind. Their advertising matter is practically the same as that of the United Doctors owned by Kinsey, and they refer to his other offices and use some of the same testimonials. Hancock's latest move is the opening of the United College of Chiropractors in Lafayette, Ind., as announced in the Lafayette *Journal,* Feb. 20, 1913. In this school chiropractors are to be made in sixty days.

The "United Doctors, Specialists," "Original United Doctors" and the "Northwestern United Doctors" and a host of other similar concerns, some of which have been named above, do not establish offices, but visit certain places for a day or two periodically or occasionally, after announcing their coming in the local newspapers. Otherwise their methods are much the same and the advertising matter for these concerns is almost identical. They employ doctors as Kinsey does and their equipment and services are, if possible, more worthless than those of Kinsey's hired specialists.

The United Doctors seem also recently to have made a departure from their usual plan. In some of their advertisements it is claimed that they have no traveling or itinerant doctors who remain but a day or two in a place. Advertisements from Missouri, however, show that doctors from their "Institute" at St. Joseph do visit neighboring cities, remaining one or two days. Likewise the physicians from the Decatur, Ill., office make short visits to surrounding cities.—(*From The Journal A. M. A., March 1, 1913.*)

THE UNITED DOCTORS

[ARTICLE II]

That organization of counterfeit specialists, the United Doctors, whose methods of preying on and deceiving the sick were exposed in THE JOURNAL,

March 1, 1913, is still carrying on its swindling operations in many communities, but we believe that our exposure has already worked much benefit to the public. Business men's organizations, the courts and legislatures are taking cognizance of the evils of this form of quackery. The legislatures of many states have passed laws to prevent fraud in advertising that will apply particularly to the advertisements of medical quacks. Business men's organizations, in some instances in connection with public prosecutors, have taken up the investigation of the methods of the United Doctors and other medical advertisers in their respective communities. Among these are the organizations in Wheeling, W. Va., Huntington, W. Va., Trenton, N. J., Johnstown, Pa., Zanesville, Ohio, South Bend, Ind., and Oskaloosa, Iowa.

SOME NEWSPAPER COMMENTS

More newspapers are seeing the light and recognizing the fact that the printing of advertisements that aid in the swindling operations of quack doctors is indefensible. The way a large number of newspapers have commented on our exposure of the United Doctors and similar fraud is both encouraging and pleasing. A few selections may be worth while:

The York (Neb.) *New Teller* recently turned down the advertisement offered by the United Doctors and introduced its comments with this in display type:

"UNITED DOCTORS COMING TO YORK—HERE'S A FREE AD

"Local Retailers' Association Has Opportunity to Protect Public from Organized Grafters and Professional Renegades

"Are the Worst Variety of Fakes, Quacks and Swindlers—Is This Plain?"

"Invalids, Usually from the Poorer Classes, Their Victims—Not a Professional Organization but a Business Concern—Separating People from Their Money Only Successful Operation."

The editor, in explaining, says:

> "'Coming to York, United Doctors, Specialists.' That's the way an announcement received at this office not long ago reads, and considering that they are willing to pay good money to have the fact announced they evidently do not expect to lose by the visit. Fakes is Fakes whatever name they travel under and the United Doctors, Specialists, are of the worst variety because they are willing to extract money from sick people by claiming untold powers in the healing of disease.
>
> "The Journal of the American Medical Association is a publication intended primarily to interest members of the medical profession and does not have a very wide reading outside the ranks of physicians. Naturally much of the matter contained in its pages is couched in terms which the layman is not conversant with and naturally, too, there is more cheerful literature than descriptions of interesting 'cases.' But every once in a while The Journal prints things in its columns which everybody can understand and which are decidedly of general interest. In the issue of March 1 there is an article entitled 'The United Doctors, the History and Methods of a Fake Concern of Advertising Quack Specialists.'"

An abstract of the article in The Journal on the United Doctors then follows and the editor says:

"A few days ago the *New Teller* received an order for advertising which was not accepted. Here is a clause from the matter in question. It seems to indicate that the United Doctors who came to this neck of the woods are at least first cousins of The Journal's friends."

The Peoria (Ill.) *Star* of March 14, 1913, in an editorial in which it gives an abstract of THE JOURNAL article on the United Doctors, says in regard to "Phenomenal Kraus" who was the predecessor and instructor of Ben W. Kinsey in the quack business:

"It is to be remembered that some years ago a man under this name came to Peoria and started a general cure-all, stating that he was about to build a large hospital for the amelioration of the afflicted."

After giving the substance of THE JOURNAL article the *Star* winds up by saying of the United Doctors:

"The concern seems to be an ordinary advertising company with no more claim to call themselves specialists than any of the other medical frauds and swindlers which impose on the people."

North Dakota is also a state which has been considered a good harvest field for the United Doctors and quacks of a like kind, and some newspapers in that state appreciate their responsibility in this regard. The Napoleon (N. D.) *Homestead* of March 31, 1913, has the following in regard to the "United Doctors":

"The *Homestead* has repeatedly received advertising matter from this concern for publication at a fair advertising rate but our lack of faith in its claims has caused us speedily to consign same to the waste-basket."

A long abstract of THE JOURNAL article on the United Doctors is then given and the chances are that the United Doctors will give Homestead a wide berth hereafter.

In Jacksonville, Fla., and other cities of that state the "United Specialists" and the "German-American Doctors" have carried on business by methods similar to those of the United Doctors. *Dixie,* a weekly paper with convictions and courage to state them, has waged an unrelenting war on such quack institutions, and through its efforts the licenses of many of these fake "specialists" have been revoked. Among these is George L. Dickerson and five or six members of his staff, who practiced in Jacksonville and other cities under the foregoing names. Dickerson formerly operated in Indiana, where his license was revoked on account of his methods and because he loaned his diploma to his brother, who is not a medical graduate.

The Seattle *Sun,* a daily paper, excludes the advertisements of quacks from its columns and says that newspapers have no more right to permit lying in their advertising columns than they have to print lies in their news and editorial columns, and that newspapers which print quack medicine advertisements know that these advertisements are filled with lies. An account of the work being done by the *Sun* against concerns similar to the United Doctors is given in THE JOURNAL, June 7, 1913. Prosecutions in the courts by swindled patients, action by the county medical society, the persistent efforts of the *Sun* against them and the intention expressed by the public prosecutor in Seattle to prosecute these swindlers under the recently enacted law in Washington to prevent fraud in advertising have already done much to cripple their activities and will no doubt drive them from Seattle.

The Johnstown (Pa.) *Tribune* does not, if it knows it, accept misleading medical advertising, such as that of the United Doctors, and in the issue of March 6, 1913, during the time the United Doctors and similar institutions were under investigation by the Johnstown Chamber of Commerce, in a long editorial it says, among other things:

"It is our opinion that the so-called 'institute' doctors advertising to catch the chronic invalid, failing to attach names and identities to their advertisements, calling attention to superior equipment, and promising cures, are, as a rule, unworthy of the profession of medicine and not to be entrusted with that confidence which should prevail between doctor and patient. . . . It is

utterly without warrant to assert that any combination of doctors, 'institute' doctors or otherwise, have or could have any greater degree of success than the faithful and competent men who answer to the call of the sick and injured, day after day, night after night, during the best years of their lives." The *Tribune* believes that "it has a duty to perform in warning individuals against the persuasive qualities of medical advertising" and "it does believe, and says so, that there are large opportunities for deception in permitting the publication of uncensored advertisements of doctors who withhold their names from their announcements."

ACTION BY LOCAL COURTS

The action of local courts against the United Doctors in various places is illustrated by two instances from Texas.

At Quanah, Tex., G. Schreiber of Kansas City according to the Quanah *Tribune,* was arrested and fined before Judge Bannister for illegal practice of medicine. The *Tribune* says:

"Schreiber belongs to the celebrated firm of United Doctors. They have been doing considerable advertising hereabouts and claim to be able to cure any and everything. County Attorney Crowder, who tricked this rascal, gives a very good idea of the methods these quacks pursue."

How the county attorney sent the deputy sheriff, a perfectly healthy young man, to the United Doctors complaining of some slight illness is then described. After a pretended examination Schreiber proceeded to try to frighten the young man into the belief that unless he took a course of Schreiber's treatment, he would soon be in a hopeless condition. The officer excused himself on the plea that he would go and get the money. On his return Schreiber was arrested. Two other doctors with Schreiber succeeded in getting away before warrants could be served on them. The *Tribune* then says:

"It is said that there are over 200 of these 'specialists' working Texas at present and we hope the example set at Quanah will be followed all over the state and the rascals driven out before they have been able to harm too many people."

At Lockhart, Tex., W. D. Rea and G. W. Bourne, two traveling representatives of the United Doctors, were recently arrested for illegally practicing medicine. After the usual newspaper announcement of "free consultation" and "free treatment, except for the cost of medicines," they arrived in Lockhart, and a healthy man was sent to consult them. They declared that he had diabetes and could not live six months unless treated by them, for which they demanded $45 cash. Complaint was filed by the public prosecutor and on their conviction a jail sentence of one hour and a fine of $50 were imposed. They agreed to leave the state and canceled their arrangements in other cities in which they had advertised their coming. An account of this was printed in the Austin (Tex.) *Statesman,* Feb. 19, 1913.

PROSECUTIONS AT JOHNSTOWN, PA.

According to the Johnstown *Daily Democrat,* May 17, 1913, (following investigation by the Johnstown Chamber of Commerce), "charges of illegal practice of medicine were preferred yesterday afternoon against L. D'Orville Chabut, John E. Byrne and Harold Jackson, doing business here under the name of the United Doctors." Inquiry of the State Bureau of Medical Education and Licensure brought the reply that none of the above-named men was licensed to practice medicine in Pennsylvania. Jackson and Byrne were then arrested, but Chabut, it is said, left Johnstown before the warrant could be served, and a Dr. Kaufman, having a state license, was hurriedly brought to the Johnstown office. At the hearing before the magistrate, conducted by the district attorney, Byrne swore that he was not posing as a doctor, but was only a clerk, and Jackson put up a like defense, that he was the business manager.

In the *Daily Democrat,* May 23, and subsequent issues, Harold Jackson as business manager printed a number of articles (evidently paid advertisements, though not so marked as required by law) in which he attacked the American Medical Association "and its inner workings." He presented the usual twaddle of the League for Medical Freedom as to the American Medical Association being a "doctors' trust," and otherwise showed the most profound ignorance in regard to its organization. One of these articles is signed by our friend of the many aliases, Dr. L. F. Elston, now manager of the office of the United Doctors' office in Trenton, N. J., as "member of the Trenton Chamber of Commerce." Inquiry brought the reply that Elston joined the Trenton Chamber of Commerce as an individual, but it is safe to say that Elston's attempt to use the name of the organization to lend respectability to the methods of the United Doctors will not be relished by the Trenton organization or approved by it.

Concerning the foregoing series of articles by the United Doctors the South Fork *Record* (May 29, 1913), published in South Fork, a small city near Johnstown, has this to say:

> "During the last week the Johnstown papers have given much space to attacks on the American Medical Association, or, as they are pleased to call it, 'the Medical Trust,' which have a tendency to mislead the public, or at least make them forget for a time, usually a very short time, their good family doctor. It is said that the 'stuff' referred to has been running as paid advertising, but it has not been marked as such and therefore one cannot be blamed for holding the opinion that it is printed as news or opinions of the various editors. Why they take such a stand is another matter. The charges contained in these articles are too absurd to repeat, except that they intimate that all doctors affiliated with the American Medical Association are banded together to hoodwink suffering humanity. If such were the case this country would be in a bad state."

TROUBLE IN THE UNITED DOCTORS' CAMP AT TRENTON.

At Trenton, N. J., according to the Trenton *Times,* the "specialists" of the United Doctors have been having trouble among themselves. Dr. L. F. Elston is the manager. He was formerly at Wheeling, W. Va. Herman Spangler was employed as a "specialist" in the Trenton office. On account of some difficulty with Elston, Spangler left him, opened an office of his own near the office of the United Doctors, and employed the same advertising methods, testimonials, etc. On a warrant sworn out by Elston, Spangler was arrested, charged with stealing medicines, bottles, labels and other property from the office of the United Doctors and was also accused of practicing medicine illegally. At the hearing it was brought out and admitted by Spangler that he was a graduate of an alleged osteopathic school in Chicago and had no New Jersey license of any sort. He had removed the word "Osteopath" from his sign and was practicing regular medicine. He was sent to jail, but was later released on bail.

The deeper the inquiry goes into these quacks and their methods, the more sordid is the mess which is disclosed. Lying, cheating, false representation, evasion, the breaking of statute and moral law, false pretense and the robbing of the victim of both his money and, in many instances, his chance for life, make up the sum of the activities of the quack.— (*From The Journal A. M. A., Aug. 9, 1913.*)

Later Developments Concerning the United Doctors

[The United Doctors organization, since its establishment by Ben W. Kinsey in 1908 and 1909, has not held together as one organization, but a number of the men who first started in as the hired men of Kinsey have become promoters of separate organizations under the same name. However, they all seem to have a close community of interest, as evidenced by references in their advertisements

and in their stationery to the "Institutes" throughout the country. The offices in Ohio, West Virginia, Pennsylvania and New Jersey have as their chief promoters Dr. L. F. Elston, a man of many aliases, whom we have frequently referred to, Harold Jackson and C. W. Ihle, with perhaps some others. Lee B. Kinsey, brother of Ben W. Kinsey, makes his headquarters in South Bend, Ind., and has a number of offices in that state and is closely associated with the offices in western Ohio—Dayton, Hamilton, etc.

James M. Hancock, with C. H. Jones, Joel Waldron and Ray M. Van Cleave have a separate incorporated organization of United Doctors in Indiana with offices at Lafayette and Marion. The office at Michigan City has been abandoned. At Lafayette, Hancock and his associates attempted to start a "college" of "chiropractic" with one room, a second-hand desk and a few chairs, advertising to make "chiropractors" in sixty days. It was not a success.

The headquarters of Ben W. Kinsey's organization are now in Omaha, where he has associated with him Dr. Hugh Hover, Dr. Harry S. Brevoort and others. Warren D. Scott, who was formerly associated with Kinsey, it is said, runs a number of offices under the name of the United Doctors in Iowa—Waterloo, Marshalltown, Boone, etc.

The office in Erie, Pa., has been abandoned, and the office at Johnstown experienced a great slump in its business following the prosecutions by the local authorities for illegal practice of medicine. Dr. Elston, one of the promoters, in October, 1913, opened an office in Harrisburg under the name of "Triple System Doctors," an evident effort to get away from the unsavory reputation of the United Doctors.

In West Virginia the offices at Huntington and Parkersburg have been closed and the office at Wheeling is about to be abandoned following suits for debt and the filing of charges and revocation of the licenses of A. O. McClelland and Silas Roberts, two of their hired men in Wheeling, where they practiced under the names of United Doctors and All Nations Medical Co., or Pelvic Specialists. The licenses were reinstated on technicalities, but the notoriety gained in these prosecutions and the exposure of their methods sadly crippled their fraudulent business.

In Ohio the offices at Columbus, Springfield, Marion and Newark have been closed. At Marion they left, it is said, with their office rent unpaid, and in Springfield it is reported they were sued for bills for advertising and for drugs. At various places in Ohio offices are run by the same promoters under the name of "Interstate Doctors," and when the United Doctors abandoned the Columbus office it was occupied by the "Botanical Doctors."]—(*From pamphlet "Medical Institutes," 1917.*)

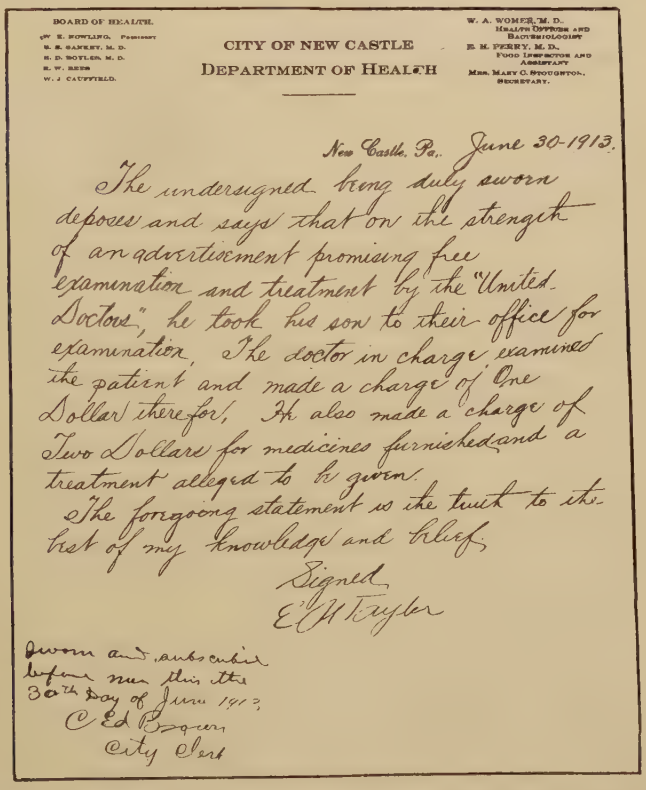
A News Item

"A constable sale of the personal effects of the United Doctors who maintained offices for a time in the Montgomery Block, corner of Second Street and Western Avenue, took place this morning under the direction of Constable William Nelson. The sale was to satisfy a claim of $150 for rent which Mrs. Fannie T. Montgomery had against the physicians."—Muskegon (Mich.) *Chronicle.*

The preceding item would have a familiar sound to landlords, newspapers and others in various towns where the United Doctors formerly held forth, as in Springfield, Marion and Newark, Ohio. Among the great "Specialists" who supplied the Muskegon office of the United Doctors during its brief career were A. E. Weed and Harold K. Bryant.—(*Modified from The Journal A. M. A., March 21, 1914.*)

Another News Item

The latest town to be abandoned by the United Doctors is South Bend, Ind., where Lee B. Kinsey, brother of Ben W. Kinsey, the original promoter, lived and had his headquarters. From there he directed the offices at South Bend, Elkhart, Kokomo, Muncie and Evansville, Ind., and several in northern and western Ohio and a number of offices in Michigan. Most of these offices, like the one at Muskegon, Mich., where the owners were sued for rent, died a natural death. The office at South Bend which had been making a desperate struggle for some time, in a last spurt advertised in the South Bend and nearby Indiana and Mich-



BOARD OF HEALTH.
W. E. HOWLING, President
E. E. GARVEY, M. D.
E. D. BOTLER, M. D.
E. W. REED
W. J. CAUFFIELD.

CITY OF NEW CASTLE
DEPARTMENT OF HEALTH

W. A. WOMER, M. D.
HEALTH OFFICER AND BACTERIOLOGIST
E. M. FERRY, M. D.
FOOD INSPECTOR AND ASSISTANT
MRS. MARY C. STOUGHTON,
SECRETARY.

New Castle, Pa., June 30-1913.

The undersigned being duly sworn deposes and says that on the strength of an advertisement promising free examination and treatment by the "United Doctors", he took his son to their office for examination. The doctor in charge examined the patient and made a charge of One Dollar therefor. He also made a charge of Two Dollars for medicines furnished and a treatment alleged to be given.

The foregoing statement is the truth to the best of my knowledge and belief.

Signed
E. H. Taylor

Sworn and subscribed before me this the 30th day of June 1913.
C. Ed Bogue
City Clerk

Facsimile of an affidavit showing the manner in which the United Doctors fulfil their "promise" of "free examination and free treatment." This occurred at the recently opened office at New Castle, Pa.

igan papers about the middle of February that the "President of the Medical Staff of the United Doctors" would be in South Bend for a week. Everybody was advised to come in and take advantage of the opportunity to see this "past master in the art of healing." His name was not mentioned. Evidently the invitation to come in was not accepted to any great extent, for shortly the announcement was made that Dr. S. M. Bartlett, who had supplied the office for a year or more, had succeeded the United Doctors and was occupying the same offices. Bartlett now advertises under the name "Dr. S. M.

Bartlett, Specialist," and in his advertisements calls himself "Master Specialist in chronic diseases." He is an example of the way in which the United Doctors make "specialists" in a short time out of indifferent or poor material, and foist them on the public as men with special skill and training. Bartlett graduated in 1904 at the Physio-Medical College in Indiana, which went out of existence in 1909. Until a little over two years ago he practiced at Oakford, Howard County, Ind., a town of 150 inhabitants, which has not supported a physician since he left. After leaving Oakford he became one of the hired men of the United Doctors at Kokomo, Ind., where he was immediately made one of the United Doctors' "great specialists," and was then transferred to the South Bend office.—(*From The Journal A. M. A., April 25, 1914.*)

ITINERANT "UNITED DOCTORS"

Many of our readers will remember that in 1913[1] The Journal published some articles dealing with a malodorous organization of quacks called the "United Doctors." The moving spirit of this concern was one Ben W. Kinsey.

THE MANCHESTER ORGANIZATION

It now appears that there is still another organization that has been conducted under the name "United Doctors." The concern previously dealt with, while not staying very long at any one place, usually opened offices and made a pretense of becoming a permanent resident of the towns in which it operated. The later brand of "United Doctors" has been a one-day-stand affair, coming to country towns, after having liberally advertised their visit, and plying their trade in the rooms of the hotel at which they stayed.

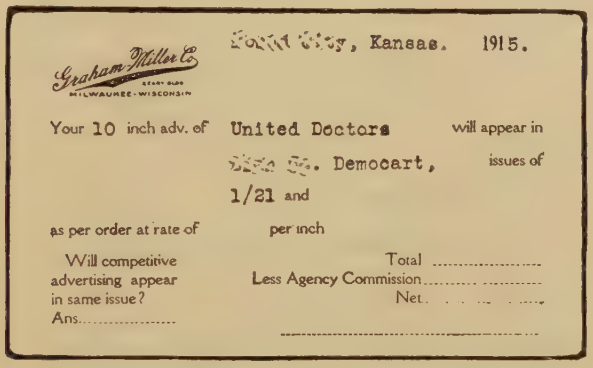
The general manager of this outfit is one Burton Edgar Manchester, who also seems to have operated an advertising agency, under the name Graham-Miller Company[2] of Milwaukee, Wis., which "placed" the advertising for the "United Doctors." From our records, it appears that Manchester obtained a diploma from the Medical Department of the University of Buffalo in 1886. His disposition to wander seems pronounced. It appears that in 1886 he was in Buffalo; in 1890 and 1893 in Royalton, N. Y.; in 1900 in Syracuse, N. Y. In 1902 he had migrated to Crandon, Wis. Between 1904 and 1906 he seems

1. The first article appeared in The Journal, A. M. A., March 1, 1913; the second article, Aug. 9, 1913. News items also were published March 21, 1914, and April 25, 1914.

2. Some time ago Mr. A. C. Umbreit, attorney for the Wisconsin State Board of Medical Examiners, sent The Journal the following information regarding the Graham-Miller Company and its connection with the United Doctors: "With reference to the Graham-Miller Company supposed to be the advertising agents of the United Doctors, this concern is unknown here. Their name does not appear in the telephone directory nor in the city directory. In looking up the address given upon the letter-head of this concern . . . I found such address to correspond to a small rear office in a small office building. There was not even a sign on the door, but the directory board of the building indicated the concern as occupying room No. 2, the name being given as Graham-Miller Company. The room referred to was occupied by a typewriter and its operator, some packages apparently containing medicines and other liquids and some papers and other nondescript matter. I made inquiries among reputable advertising agents here about this concern and none of them have ever heard of it. As to the supposed extensive laboratory of the United Doctors located at 531 E. Water St., I find that the place corresponding to this number is the ground floor of a small store building. The sign indicates that the space is occupied by the Gould Pharmacal Company, and it appears that one Paul Graw is proprietor of this concern. Apparently it is a small drug jobbing house. Nothing about the place indicated a laboratory of any size or description."

Later Mr. Umbreit wrote: "The Graham-Miller Company still has its headquarters in the Cary Bldg., a two-story office building on a side street. They apparently occupy four rooms and on the door of one of the rooms are written the words: 'United Doctors,' entrance through the office of the Graham-Miller Co. This name does not appear in the city directory nor in the telephone book."

to have been at Peshtigo, Wis., and Crystal Falls, Mich. In 1908, Menominee, Mich., was his place of abode, while in 1911 he had moved on to Green Bay, Wis., drifting from there to Milwaukee. Investigation has shown that Manchester's professional record at various places has been strictly in keeping with the class of business in which he is at present engaged. In December, 1915, Manchester was arrested in Kalamazoo, Mich., in connection with his activities as head of the United Doctors concern. The complaint against him was signed by Dr. Beverley D. Harison, secretary of the Michigan Board of Registration in Medicine. The case against him was *nolle prossed* by the prosecuting attorney when Manchester agreed to keep out of Michigan in the future.



Graham Miller Co.
MILWAUKEE-WISCONSIN

[illegible], Kansas. 1915.

Your 10 inch adv. of United Doctors will appear in

[illegible]. Democart, issues of

1/21 and

as per order at rate of per inch

Will competitive advertising appear in same issue?
Ans.....

Total .....
Less Agency Commission.....
Net. . . . . .

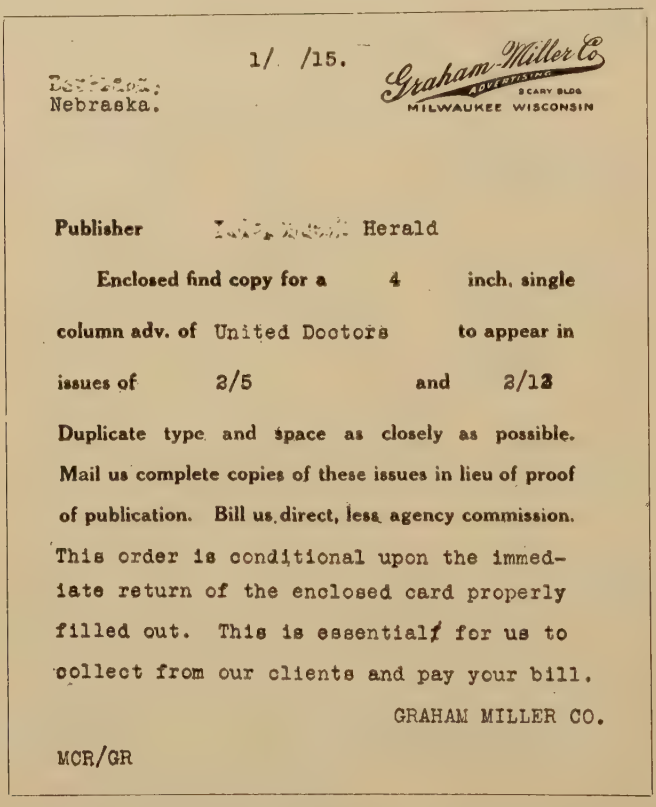
'The newspaper publisher who accepted the advertisements of the United Doctors was required to sign a card similar to this and return it to Manchester.

THE OHIO CIRCUIT

During the past year Manchester has been "working" Ohio—and therein he showed poor judgment. Manchester's method was to hire men who, presumably, had the legal right to practice medicine in the states in which the "United Doctors" wanted to advertise and do business. The names of the physicians, of course, did not appear. The advertisements which were put out by Manchester through his "advertising agency" (!) notified the gullible that the "specialists" of the "United Doctors" would be in town on a certain date for one day only and could be seen from 9 a. m. to 8 p. m. at the hotel named in the advertisement.

Manchester's contract with his hirelings was sometimes that of "fifty-fifty" on the net profits. Manchester prepared the itinerary, paid for the advertising, furnished the "report blanks" and also the drugs prescribed by his case-taker. The hireling doctors, on their part, were supposed to send in daily reports to the Milwaukee office, giving the name, address and ailment of, and the financial capacity of, and prospect of fees from, the victims. After paying for the advertising and, presumably, the "advertising agency's" commission (Manchester being the "agency"), and paying also for the drugs (which Manchester furnished from an alleged laboratory in Milwaukee) and, in addition, paying the railroad and hotel expenses of the hireling, what was left from the daily intake was divided between Manchester and his employees, Manchester always getting at least half—frequently more.

For the "Ohio Circuit" Manchester hired two men, G. W. W. W. Walker and Theodore Jacobsen. Walker and Jacobsen, finding how easy the money came, apparently concluded that it was not worth while to split the profits with Manchester. After familiarizing themselves with the United Doctors brand of quackery, they started out "on their own," appropriating not only the trade name "United Doctors," but the style of advertising and follow-up letters, etc., used by Manchester.



1/ /15.

Graham-Miller Co.
ADVERTISING AGENTS
SCARY BLDG
MILWAUKEE WISCONSIN

Nebraska.

Publisher [illegible] Herald

Enclosed find copy for a 4 **inch, single column adv. of** United Doctors **to appear in issues of** 2/5 **and** 2/12

Duplicate type and space as closely as possible. Mail us complete copies of these issues in lieu of proof of publication. Bill us direct, less agency commission.

This order is conditional upon the immediate return of the enclosed card properly filled out. This is essential for us to collect from our clients and pay your bill.

GRAHAM MILLER CO.

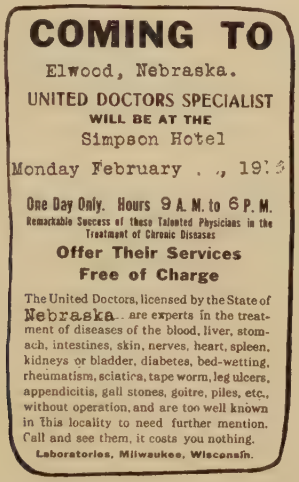
MCR/GR

Photographic reproduction (reduced) of typical contract made with country newspapers by Manchester, *alias* United Doctors, *alias* Graham-Miller Co. "advertising agents!"

WHEN QUACKS FALL OUT

This act of perfidy on the part of Jacobsen and Walker caused Burton E. Manchester to come "humbly complaining" into court, "praying" that Walker and Jacobsen shall be perpetually enjoined and restrained from stealing his "stuff" and appropriating his own private "swag." But Jacobsen and Walker, apparently unwilling to give up easy money without a fight, filed an answer to Manchester's complaint declaring that Manchester was coming into court with "unclean hands."

This was the status of affairs when the case came before Judge John M. Killits of the District Court of the United States, Northern District of Ohio. Before considering the question of issuing an injunction, Judge Killits, who seems to have a keen appreciation of the menace of quackery to the public health, directed the Ohio State Medical Board to determine whether or not Manchester was legally entitled to practice medicine in the state of Ohio. To the consternation of plaintiff and defendant alike, the state medical board served subpoenas on Jacobsen and Walker to appear at its meeting on October 3 and show cause why the board should not revoke their licenses. They were charged with violating the Ohio Medical Practice Act in that they were guilty (1) of splitting fees; were guilty (2) of "grossly unprofessional and dishonest conduct," based on their newspaper advertising and were guilty (3) of being connected professionally with an illegal practitioner, Manchester. After the hearing the licenses of Drs. G. W. W. W. Walker and Theodore Jacobsen were revoked.



COMING TO

Elwood, Nebraska.

UNITED DOCTORS SPECIALIST
WILL BE AT THE
Simpson Hotel

Monday February . ., 19.3

One Day Only. Hours 9 A. M. to 6 P. M.
Remarkable Success of these Talented Physicians in the Treatment of Chronic Diseases

Offer Their Services Free of Charge

The United Doctors, licensed by the State of Nebraska.. are experts in the treatment of diseases of the blood, liver, stomach, intestines, skin, nerves, heart, spleen, kidneys or bladder, diabetes, bed-wetting, rheumatism, sciatica, tape worm, leg ulcers, appendicitis, gall stones, goitre, piles, etc., without operation, and are too well known in this locality to need further mention. Call and see them, it costs you nothing.

Laboratories, Milwaukee, Wisconsin.

Photographic reproduction (reduced) of typical advertising copy (of smaller advertisements) used by the United Doctors. Notice that the name of the hotel, date of visit, town and state are filled in on a typewriter.

On October 16, Judge Killits handed down his opinion in the case. This opinion is not only admirable in itself, but so succinctly describes the case before the court that we make no apology for giving it here in full:

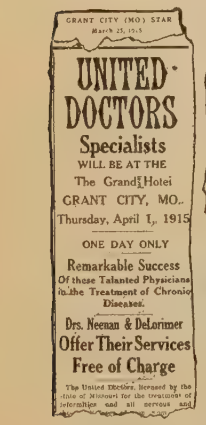
"This is an action to restrain alleged unfair competition. The bill of complaint was filed on Sept. 5, 1916. An examination of the bill and its exhibit suggests very clearly that the defendants (assuming that the allegations are true) were violating whatever rights the complainant had in the premises, and, if the complainant's business were ligitimate and entitled to the protection of the court, the case is one in which an injunction would clearly lie. We also note that, if complainant's business were illegitimate, his methods and manner of conducting it were shown to be so accurately copied by defendants that they could not complain of any restraint imposed by the court on their action. We therefore granted a temporary restraining order.

"The defendant filed a motion to the bill alleging that the complainant was seeking to protect an illegal business in the state of Ohio; that the complainant was in court with 'unclean' hands. The complainant thereupon filed a motion for leave to file an amended bill, and the matter is now before the court on the motion of the defendants to dismiss the case on the amended bill for the same grounds urged against the original pleading. The amended bill is permitted by the court to be filed on condition that the exhibits attached to the original bill are made part of the amended complaint.

MAKING MILWAUKEE FAMOUS

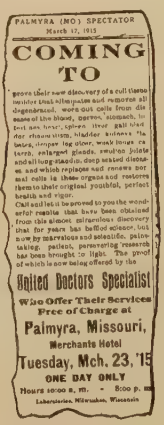
"Complainant alleges therein that he is licensed to practice medicine in the states of New York and Wisconsin; that his citizenship is in the state of New York, but because of his business and calling he is temporarily a resident of the state of Wisconsin; that at Milwaukee he maintains laboratories for the manufacture and compounding and sale of drugs under the trade name of 'United Doctors.' He asserts that he has given special study and 'most of his attention to the subject of certain diseases and their treatment and the healing thereof'; that he has extended his business throughout many states by means of agreements with other physicians who were licensed and duly qualified by law to practice in the several states where their practice was carried on.

"Briefly, complainant carried on his business in the state of Ohio, being the business which he seeks to protect by his appeal to this court, by entering into contracts in writing with physicians qualified to practice medicine in the state of Ohio, by the terms of which contract these local physicians are to be advertised in the various newspapers and periodicals circulating within the state as 'United Doctors Specialists' who will visit selected places from time to time and meet the afflicted. It is their duty to consult with patients, diagnose cases, recommend medicines in consultation with the complainant, and suggest the purchase of the necessary remedies from complainant's laboratories in Milwaukee. Exhibits have been offered to the court showing special and confidential instructions to his physician agents by complainant, in which they are *especially enjoined to report to him the financial capacity* and disposition of the persons allured by the advertisements of the 'United Doctors,' and *the prospect for fees* therefrom, with recommendations as to amounts of charges to be made in each instance. [All italics are ours.—ED.]


GRANT CITY (MO.) STAR
March 25, 1915

UNITED DOCTORS
Specialists
WILL BE AT THE
The Grand Hotel
GRANT CITY, MO.
Thursday, April 1, 1915
ONE DAY ONLY
Remarkable Success
Of these Talented Physicians
in the Treatment of Chronic
Diseases.
Drs. Neenan & DeLorimer
Offer Their Services
Free of Charge

The United Doctors, licensed by the state of Missouri for the treatment of deformities and all nervous and

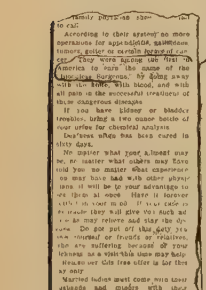

PALMYRA (MO.) SPECTATOR
March 17, 1915

COMING TO

proves their new discovery of a full tissue invisible treatment and removes all degenerated, worn out cells from diseases of the blood, nerves, stomach, intestines, liver, spleen, liver, gall bladder, rheumatism, bladder troubles, diabetes, creeping blood, weak lungs, catarrh, enlarged glands, swollen joints and all lung disease, deep seated diseases, and which replaces and renews normal cells in these organs and restores them to their original youthful, perfect health and vigor.

Call and let us prove to you the wonderful results that have been obtained from this almost miraculous discovery that for years has baffled science, but now by marvelous and scientific, painstaking, patient, persevering research has been brought to light. The proof of which is now being offered by the

United Doctors Specialist
Who Offer Their Services
Free of Charge at
Palmyra, Missouri,
Merchants Hotel
Tuesday, Mch. 23, '15
ONE DAY ONLY
Hours 10:00 a. m. - 8:00 p. m.
Laboratories, Milwaukee, Wisconsin


family doctor has been ... to call.

According to their system no more operations for appendicitis, gallstones, tumors, goiter or cancer hereafter can be. They were among the first in America to cure the cause of the Appendicitis Surgeons, by doing away with the cause, with blood, and with all pain in the successful treatment of these dangerous diseases.

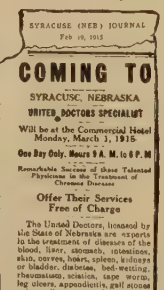
If you have kidney or bladder trouble, bring a two ounce bottle of your urine for chemical analysis.

Deafness when has been cured in thirty days.

No matter what your ailment may be, no matter what others may have told you no matter what experience you may have had with other physicians it will be to your advantage to see them at once. Have it forever cured in one visit if your case is curable they will give you such an ... he may return and stay the day ... Do not put off this until you ... yourself or friends or relatives who are suffering because of your ... as a visit this time may help ... over this free offer is for this ... only.

Married ladies must come with ... husbands and maidens with their parents.

GRANT CITY, MO.,
THURSDAY, APRIL 1ST, 1915.
AT GRAND HOTEL.


SYRACUSE (NEB.) JOURNAL
Feb. 19, 1915

COMING TO
SYRACUSE, NEBRASKA
UNITED DOCTORS SPECIALIST
Will be at the Commercial Hotel
Monday, March 1, 1915
One Day Only. Hours 9 A. M. to 8 P. M.
Remarkable Success of these Talented Physicians in the Treatment of Chronic Diseases
Offer Their Services
Free of Charge

The United Doctors, licensed by the State of Nebraska are experts in the treatment of diseases of the blood, liver, stomach, intestines, skin, nerves, bones, spleen, kidneys or bladder, diabetes, bed-wetting, rheumatism, sciatica, tape worm, leg ulcers, appendicitis, gall stones, goiters, piles, etc., without operation and are too well known in this locality to need further mention. Call and see them, it costs you nothing.
Laboratories, Milwaukee, Wisconsin.

Greatly reduced reproductions of characteristic advertisements of the United Doctors. Occasionally, as will be noted above, the names of the hireling physicians have been given. This, however, is unusual.

A ONE HUNDRED THOUSAND DOLLAR BUSINESS

"The defendants, Jacobson and Walker, were at one time employed by the complainant to pose as 'specialists' representing the 'United Doctors,' and to travel from advertised points to points within the state of Ohio. Contracts shown between the complainant and his local representatives, including defendants, disclose that the traveling 'specialists' were to receive a percentage of the profits of the business created by them, this percentage varying somewhat, as the exhibits show, according to the terms which the complainant is able to make with the respective hirelings. The complainant alleges that his business within the state of Ohio has exceeded in gross $100,000 in receipts in the last five years.

THE NEWSPAPERS' SHARE OF THE LOOT

"The bill further says that the advertisements published by complainant and under his authority 'have been worked out with great care and are the products of long experience of your orator in his method of doing business'; that complainant is the sole proprietor of the entire business carried on under the trade name and style of 'United Doctors,' and that he has spent within the state of Ohio the sum of $25,000 in advertising in country newspapers the business which he carries on under that name and through his representatives.

"The defendants, Jacobsen and Walker, after ceasing their contractual relationship with complainant in the early summer of the current year, seeing, doubtless, no legitimate reason why they should divide with their Milwaukee employer the profits of this business, concluded to work the people entirely to their own advantage, and, appropriating both the name and exactly the methods of their late principal, established an office in the city of Cleveland, styling themselves also 'United Doctors,' proceeding to advertise periodical trips to various country towns by copying in precise terms the advertisements which had heralded their approach when representing the complainant. One of these advertisements will suffice to illustrate the general manner of the business attempted to be carried on. It is that of

defendants, but with the exception of the hour and place and the last words, 'Laboratories Cleveland, Ohio,' it is copied, wording and punctuation, from the advertising matter of the complainant which he had 'worked out with great care' and which he assures us 'are the products of long experience . . . in his method of doing business.' We quote from the Monroeville (Ohio) *Spectator*, Aug. 16, 1916, as follows:

COMING BACK

United Doctors Specialist Will Again Be at Bellevue, Ohio, Friday, August 25th, Hotel Bourdette

ONE DAY ONLY

Hours 9 A. M. to 8 P. M. Remarkable Success of These Talented Physicians in the Treatment of Chronic Diseases. Offer Services Free of Charge

The United Doctors Specialist licensed by the State of Ohio, for the treatment of all diseases including deformities, nervous and chronic diseases of men, women and children, offer to all who call on this trip, consultation, examination, advice free, making no charge whatever, except the actual cost of treatment. All that is asked in return for these valuable services is that every person treated will state the result obtained to their friends and thus prove to the sick and afflicted in every city and locality that at last treatments have been discovered that are reasonably sure and certain in their effect.

The United Doctors are experts in the treatment of chronic diseases and so great and wonderful have been their results that in many cases it is hard to find the dividing line between skill and miracle.

Diseases of the stomach, intestines, liver, blood, skin, nerves, heart, spleen, rheumatism, sciatica, tape-worm, leg ulcer, weak lungs, and those afflicted with long-standing deep seated, chronic diseases that have baffled the skill of the family physicians should not fail to call. Deafness often has been cured in sixty days.

According to their system no more operations for appendicitis, gall stones, tumors, goiter, piles, etc., as all cases accepted will be treated without operation or hypodermic injection, as they were among the first in America to earn the name of "Bloodless Surgeons," by doing away with the knife, with blood and with all pain in the successful treatment of these dangerous diseases.

No matter what your ailment may be, no matter what others may have told you, no matter what experience you may have had with other physicians, it will be to your advantage to see them at once. Have it forever settled in your mind. If your case is incurable they will give you such advice as may relieve and stay the disease. Do not put off this duty you owe yourself or friends or relatives who are suffering because of your sickness, as a visit at this time may help you.

Worn-out and run-down men or women no matter what your ailment may be, call, it costs you nothing.

Remember, this free offer is for this visit only.

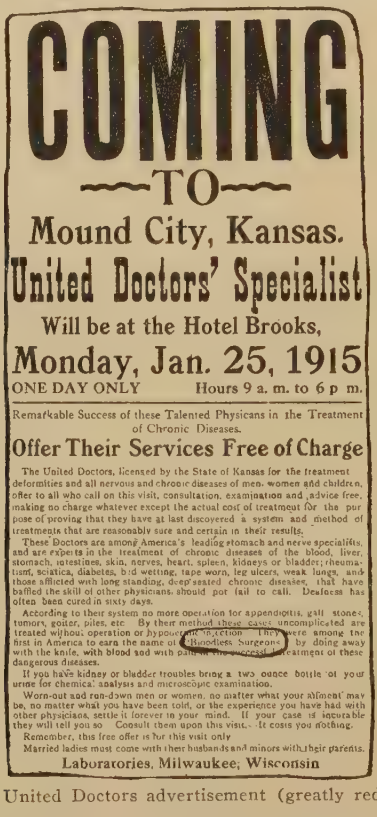
Married ladies come with their husbands and minors with their parents.

Laboratories, Cleveland, Ohio.

"Our attention is called by the defendants to Section 1275 of the General Code of Ohio as amended in 1915—105 Ohio Laws 178, to support their contention that plaintiff's (as well as their own) business is illegal in this state. This section provides that a license to practice medicine within the state of Ohio may be revoked by the state medical board for grossly unprofessional or dishonest conduct and by specific language of the statute, these words are declared to mean among other things, 'all advertising of medical practice in which extravagantly worded statements intended or having a tendency to deceive or defraud the public are made,' and also 'any division of fees or charges or any agreement or arrangement to share fees or charges made by any physician or surgeon with any other physician or surgeon or with any other person.'

DOG EAT DOG

"It is unnecessary to enlarge by argument on the proposition that *the advertisement quoted violates the spirit and letter of the section* to which we have referred, and that the *financial arrangement* between the complainant and his representatives *is likewise obnoxious to the statute.* These conclusions are too plain for extended discussion. Undoubtedly complainant's representative in this state 'split' fees with him. The advertisement which we quote is claimed by complainant as his very own; he puts it forth to the public as the statement of the qualifications of himself and his 'specialists'; one prominent grievance against defendants which he seeks to have alleviated by court action in his case is that they employ his language to claim for themselves the same miraculous powers which he ascribes to himself and his representatives in this advertisement. Yet he does not even pretend in his complaint that he has himself the comprehensive and profound professional qualifications which one would assume from this advertisement were enjoyed by the 'United Doctors.' He contents himself, as we



COMING

—TO—

Mound City, Kansas.

United Doctors' Specialist

Will be at the Hotel Brooks,

Monday, Jan. 25, 1915

ONE DAY ONLY Hours 9 a. m. to 6 p. m.

Remarkable Success of these Talented Physicans in the Treatment of Chronic Diseases.

Offer Their Services Free of Charge

The United Doctors, licensed by the State of Kansas for the treatment deformities and all nervous and chronic diseases of men, women and children, offer to all who call on this visit, consultation, examination and advice free, making no charge whatever except the actual cost of treatment for the purpose of proving that they have at last discovered a system and method of treatments that are reasonably sure and certain in their results.

These Doctors are among America's leading stomach and nerve specialists, and are experts in the treatment of chronic diseases of the blood, liver, stomach, intestines, skin, nerves, heart, spleen, kidneys or bladder; rheumatism, sciatica, diabetes, bed wetting, tape worm, leg ulcers, weak lungs, and those afflicted with long standing, deep seated chronic diseases, that have baffled the skill of other physicians, should not fail to call. Deafness has often been cured in sixty days.

According to their system no more operation for appendicitis, gall stones, tumors, goiter, piles, etc By their method these cases uncomplicated are treated without operation or hypodermic injection They were among the first in America to earn the name of Bloodless Surgeons by doing away with the knife, with blood and with pain in the successful treatment of these dangerous diseases.

If you have kidney or bladder troubles bring a two ounce bottle of your urine for chemical analysis and microscopic examination.

Worn-out and run-down men or women, no matter what your ailment may be, no matter what you have been told, or the experience you have had with other physicians, settle it forever in your mind. If your case is incurable they will tell you so Consult them upon this visit. It costs you nothing.

Remember, this free offer is for this visit only

Married ladies must come with their husbands and minors with their parents.

Laboratories, Milwaukee, Wisconsin

A typical United Doctors advertisement (greatly reduced).

have quoted elsewhere from the complaint, with affirming that he has made a special study and given much attention to 'certain chronic diseases,' whatever they may be; nor does he hint anywhere in his complaint that he employs representatives in this state who have anything more than the most ordinary medical qualifications. Apparently he did not dare to aver that he engages in behalf of sufferers allured by such advertising the medical skill which remotely measures up to the encomiums of this advertisement. *It,* as well as its fellows, we feel justified in saying, *is phrased in the language of a charlatan, of one who would prey on credulity born of suffering and weakness.* At least it must be the judgment of any intelligent and moderately informed person that complainant's advertising promises the impossible and is so extravagantly worded as to be considered deceptive, and, when we consider it in connection with the method by which he conducts his business in Ohio and with the fact of his personal irresponsibility as a nonresident of the state for malpractice, it seems very clear to this court that *we must regard that business to be essentially fraudulent and against public policy.*

"It is urged in his behalf that this business was established before the law in question was enacted in Ohio, and it is also somewhat naively suggested that we have nothing to do with the character of his business inasmuch as it may be legitimate elsewhere, but should protect his good-will and trade name in Ohio as a property right. This it seems to us is but begging the question. The validity of the Ohio act of 1915 has not been questioned and we are not disposed to question it. It is clearly in the interest of good faith and public welfare, and to enable one of the most deserving professions to be of the greatest possible service to people. The state at any time, in the interest of the welfare of its people, may legislate into illegality practices which theretofore were legal for want of legislative attention, and no rights in conflict with a reasonable exercise of the state's police power may ever be said to be vested.

INJUNCTION DENIED—COMPLAINANT PAYS COSTS

"What the complainant is asking the court to do is to protect him in the transaction of a business in this state which is reprobated by its laws; to permit him to make contracts with physicians in Ohio, the performance of which by them in this state would be to put them into opportunity as well as temptation to defraud, and which ought, by law, to result in the forfeiture of their right to practice medicine at all and to subject them to criminal prosecution. Of course no court of equity would ever stand for such a practice.

"There is no other disposition of this case possible than to dismiss the bill at the cost of the complainant."

Summed up, then, it seems that the United Doctors' brand of quackery is no longer to be tolerated in the state of Ohio. Manchester, the chief offender, is stamped as an undesirable by the courts and is denied relief in his plea for an injunction against Walker and Jacobsen, and is made to pay the cost of his appeal. The defendants in the case, Jacobsen and Walker, have had their licenses to practice in Ohio revoked.

In addition to the forthright action of Judge Killits, no little credit for this public service devolves on Dr. George H. Matson, secretary of the Ohio State Medical Board, and Mr. G. V. Sheridan, executive secretary of the Ohio State Medical Association. Both of these gentlemen attended the second hearing of the Manchester case in Toledo and carefully investigated the court records showing the various counter charges. The case is discussed at some length in the October issue of the *Ohio State Medical Journal* which was published before the licenses of Jacobsen and Walker were revoked. In closing, the *Ohio State Medical Journal* well says:

> "The state medical board is determined to press this case to the limit. There has been too much itinerant quackery in Ohio. The amendment to the law adopted by the last legislature materially strengthens the power of the board in dealing with medical crooks. With this increased power, those who are familiar with the situation believe that it will now be possible to inaugurate a state wide campaign on traveling quacks and permanently separate them from the source of their 'easy' money.

"Hasten that day!"—(*From The Journal A. M. A., Nov. 11, 1916.*)

MEDICAL MAIL ORDER CONCERNS

BRINKLER—"FOOD EXPERT"

G. H. Brinkler of Washington, D. C., has for some time been advertising as a "food expert" and "food specialist." His business was conducted on the mail-order plan. He sold no foods but purported to sell expert advice on dieting. In effect, Brinkler pretended to treat and cure any disease by prescribing a particular diet for the individual suffering from that disease.

Brinkler is neither a physician, a pharmacist nor a chemist yet, until the federal authorities put him out of business, he obtained money from people for opinions that he expressed on medicine, pharmacy and chemistry. Brinkler, as a quack, sold worthless advice instead of drugs. In the hearings before the Committee on Interstate and Foreign Commerce, Dr. L. F. Kebler, Chief of the Division of Drugs of the Bureau of Chemistry, U. S. Department of Agriculture, referred to the fraudulent business carried on by G. H. Brinkler. Dr. Kebler said:

"Through published advertisements and otherwise this party enters into correspondence with the sick and the well and by specious promises induces them to purchase letters of advice pertaining to diet. He represents that the advice given in these letters, if followed, will effect a cure of all diseases, including cancer, Bright's disease, diabetes, etc., and that it will bring about and maintain a permanent state of good health."

Dr. Kebler, after quoting a number of extracts from Brinkler's "literature" to illustrate the nature of the claims made by this quack, continued:

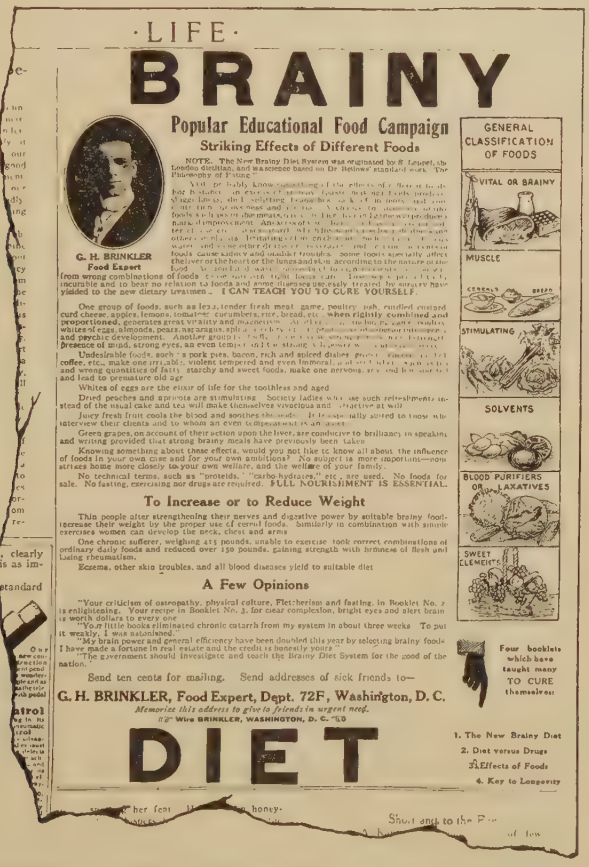
"No one acquainted with the disease or diseased conditions involved would make such representations. According to his own statement, Mr. Brinkler, the promoter of this scheme, is neither a physician, a pharmacist nor a chemist. It would, therefore, appear that these claims and representations are made for the purpose of misleading and deceiving the public."

BUTTER THE CAUSE OF DEAFNESS!

Brinkler's advertisements were usually headed "Popular Educational Food Campaign," and were so arranged as to give the impression that Brinkler himself was connected with some department of the government. His claims and statements indicate that the fraudulence of his operations was exceeded only by his ignorance of the subject in which he professed to be a specialist. According to Brinkler, certain foods cause tumors, cough and "catarrh"; too much cream, butter and cheese may produce deafness and discharging ears; some foods "make one Nervous, Shy and Low-Spirited," others produce "the finest quality of Vitality, Electricity, Magnetism or Intelligence."

In his advertising, Brinkler urged that ten cents be sent for his "valuable instructive booklet" entitled, "The New Brainy Diet System." The inference was that this booklet would give valuable advice on diet; as a matter of fact, it was merely an advertising pamphlet devoted to the further exploitation of Brinkler and his alleged system. A large part of the pamphlet consisted of testimonials of the usual type, and those familiar with the literature of quackery will not be surprised to learn that one of the testimonials was from Willard H. Morse, M.D., F.S.Sc. (Lond.), that prolific producer of fake analyses and worthless testimonials. It appeared in the form of a "report" to the "Society of Science, Letters and Arts of London"—a "society" to which many quacks belong, the "fellowship" costing only one guinea ($5). "Fellows" of the "society," may append the letters "F.S.Sc. (Lond.)" to their names, and this makes a valuable advertising asset with which to impress the ignorant.

In addition to testimonials, Brinkler employed the tactics common to quacks, especially that of attempting to frighten his prospective victims. "REMEMBER MY ADDRESS IN THE HOUR OF APPROACHING DEATH," he grewsomely suggested in large, black-faced type. Every booklet sent out by Brinkler contained a "Question List" blank. This was to be filled out by the recipient and sent back to Brinkler with $1. Those who sent the dollar with the filled-out blank received a letter stating that the various ailments described on the


·LIFE·

BRAINY

Popular Educational Food Campaign

Striking Effects of Different Foods

NOTE. The New Brainy Diet System was originated by S. Leopel, the London dietitian, and was science based on Dr Holmes' standard work, The Philosophy of Eating.

G. H. BRINKLER
Food Expert

GENERAL CLASSIFICATION OF FOODS

VITAL OR BRAINY

MUSCLE

CEREALS BEANS

STIMULATING

SOLVENTS

BLOOD PURIFIERS OR LAXATIVES

SWEET CLEMENTS

from wrong combinations of foods [illegible] I CAN TEACH YOU TO CURE YOURSELF

One group of foods, such as lean, tender fresh meat game, poultry eggs, purified custard curd cheese, apples, lemons, tomatoes, cucumbers, rice, bread, etc., when rightly combined and proportioned, generates great vitality and muscleness. [illegible] whites of eggs, almonds, pears, asparagus, apples, celery, [illegible] and psychic development. Another group [illegible] Presence of mind, strong eyes, an even temper and [illegible]

Undesirable foods, such as pork pies, bacon, rich and spiced dishes, [illegible] coffee, etc., make one irritable, violent, tempered and even [illegible] and bring [illegible] and wrong quantities of fatty, starchy and sweet foods, make one nervous, [illegible] and lead to premature old age

White of eggs are the elixir of life for the toothless and aged

Dried peaches and apricots are stimulating. Society ladies who use such refreshments instead of the usual cake and tea will make themselves vivacious and [illegible]

Juicy fresh fruit cools the blood and soothes the nerves. It is especially suited to those who interview their clients and to whom an even temperament is an asset.

Green grapes, on account of their action upon the liver, are conducive to brilliancy in speaking and writing provided that strong brainy meals have previously been taken

Knowing something about these effects, would you not like to know all about the influence of foods in your own case and for your own ambitions? No subject is more important—none strikes home more closely to your own welfare, and the welfare of your family.

No technical terms, such as "proteids," "carbo-hydrates," etc., are used. No foods for sale. No fasting, exercising nor drugs are required. FULL NOURISHMENT IS ESSENTIAL.

To Increase or to Reduce Weight

Thin people after strengthening their nerves and digestive power by suitable brainy food, increase their weight by the proper use of cereal foods. Similarly in combination with simple exercises women can develop the neck, chest and arms

One chronic sufferer, weighing 215 pounds, unable to exercise took correct combinations of ordinary daily foods and reduced over 150 pounds, gaining strength with firmness of flesh and losing rheumatism.

Eczema, other skin troubles, and all blood diseases yield to suitable diet

A Few Opinions

"Your criticism of osteopathy, physical culture, Fletcherism and fasting, in Booklet No. 2 is enlightening. Your recipe in Booklet No. 3, for clear complexion, bright eyes and alert brain is worth dollars to every one

"Your little books eliminated chronic catarrh from my system in about three weeks. To put it weakly, I was astonished."

"My brain power and general efficiency have been doubled this year by selecting brainy foods. I have made a fortune in real estate and the credit is honestly yours."

"The government should investigate and teach the Brainy Diet System for the good of the nation."

Send ten cents for mailing. Send addresses of sick friends to—

G. H. BRINKLER, Food Expert, Dept. 72F, Washington, D. C.

Memorize this address to give to friends in urgent need.

Wire BRINKLER, WASHINGTON, D. C.

Four booklets which have taught many TO CURE themselves

DIET

1. The New Brainy Diet
2. Diet versus Drugs
3. Effects of Foods
4. Key to Longevity

A typical advertisement of Quack Brinkler. The original occupied forty-four square inches.

blank were due to improper diet. No advice was given, however, as to what constituted correct diet, but Brinkler stated that he would give advice regarding the correct diet to use in the case on the receipt of $40, $60 or $75, as the case might be.

THE GOVERNMENT PROTECTS THE PUBLIC

The investigation of Brinkler's fraudulent business by the government officials is interestingly described in the memorandum addressed to the Postmaster-General by the Solicitor of the Post-Office Department, Judge W. H. Lamar,

and recommending the issuance of a fraud order against Brinkler. On May 22, 1914, Brinkler was called on to show cause on or before June 2, 1914, why a fraud order should not be issued against him. A continuance until June 15, 1914, was granted at the request of Brinkler's attorney, Nathan B. Williams of Washington, D. C. On that date, the hearing of the charges commenced and continued for ten days. Attorney Williams was assisted by Fred B. Rhodes, another Washington attorney, who acted as associate counsel for Brinkler. After the hearing, Brinkler was allowed three weeks in which to file a brief which, when filed, was supplemented later by an additional brief and further evidence. The Solicitor for the Post-Office Department reviewed all the evidence and papers in the case and reported the matter in part as follows:

"The business of Mr. Brinkler is conducted through, and by means of, the United States mails. His advertisements appear in a large number of magazines of general circulation, and are all substantially to the same effect."

A typical advertisement was then quoted and attention called to some of the phrases contained in it. The report continues:

"The use of the expressions 'Popular Educational Food Campaign,' 'Official Investigating Committee,' and 'Food Expert,' Dept. 21E [the 'key number' of the advertisement], Washington, D. C.,' is calculated to lead the reader to believe that the advertiser is connected in some way with the government, and that many persons are induced to remit ten cents for the booklet advertised under this belief is shown by the evidence. The booklet entitled 'The New Brainy Diet System,' which is sent to those induced to remit ten cents to the advertiser, does not contain an exposition of the 'new brainy diet system,' or give the purchaser any practical advice on diet, as the advertisement would lead one to believe, but is made up of matter advertising the system and Brinkler's alleged knowledge and ability. It consists of 48 pages, 28 of which contain nothing but alleged extracts from testimonials."

SOME OF BRINKLER'S CLAIMS

Then followed many quotations from the booklet to show the character of the matter it contained. These are a few of the quotations:

"The many ills flesh is supposed to be 'heir to' are simply the result of malassimilation of food materials, causing rebellion of the organs of the body against overwork in some cases, and insufficient nourishment in others."

"The cure of disease, therefore, lies in correcting the lack of proportionality—restoring the balance—by rearranging the diet so that the unsuitable preponderating elements are reduced and the neglected necessary elements are increased."

"The severest cases of vitiated Blood Diseases, congested organs, any kind of cold, fever, or nervous complaint, etc., can be cured by a judiciously selected diet."

"GALL STONES are dissolved and expelled by correct foods without an operation."

"APPENDICITIS, which is the result of inflammatory conditions due to wrong foods, is permanently cured by proper foods, without an operation. Urgency instructions by wire when necessary."

"Coughing, expectoration, blood-spitting and night-sweats have been cured within a few weeks in some cases."

"CANCER, which is not a living thing as many suppose, but an accumulation of decomposed matter, the products of unassimilable waste elements which the excretory organs have failed to eliminate and which the person has been unable to turn into healthy tissue—is dissolved, dispersed and expelled downwards through the excretory organs by curative foods."

"DEVELOPING THE VOICE. There are special foods which will develop the voice when rightly combined and proportioned with other foods to suit the individual, according to the principles of the Brainy Diet System."

"ADULTS SHOULD LEARN HOW TO CONTROL THEIR SEXUALITY BY CORRECT FOODS IN DAILY USE."

"MARRIED WOMEN SHOULD LEARN HOW TO REGULATE THEIR FAMILIES BY CERTAIN FOODS IN DAILY USE."

The report then continues:

"The 'Official Investigating Committee' referred to in the advertisement and also in the booklet as having 'certified to each case' consists of a number of

notaries public whom Mr. Brinkler employed for the purpose of going over the original testimonials and comparing them with the printed extracts therefrom, and the certification, it is admitted by the respondent, was not to the truth of the statement of the testimonials, but only to the fact that such extracts were correct copies of original letters."

SOME CASES SUBMITTED TO BRINKLER

"In the investigation of this case the inspectors, using assumed names, filled out some of the symptom blanks and sent them together with a dollar to Mr. Brinkler for the advice offered, with the results described below.

"Under the name and address F. G. Harris, Pocomoke City, Md., a symptom blank was sent to Mr. Brinkler in which symptoms were given as follows:

"17. Alcoholic or malt liquors? Some. *How much?* Formerly drunk beer, not much.

"18. Tobacco? Yes. *How much?* Smoke average 3 or 4 cigars a day.

"20. Sleep well? Sometimes.

"21. Describe any discomfort after meals? Don't eat much—Don't seem hungry. *Sour, watery or windy rising from the stomach?* Sometimes.

"22. Biliousness? Sometimes. *Vomiting?* Yes. *Dizziness?* Occasionally. *Floating specks?* Sometimes. *Drowsiness?* Yes. *Coated tongue?* Yes. *Pimples?* Yes.

"23. Condition of bowels, character of the feces? Mostly loose, mushy. *Any special sensation after an action?* Fatigue.

"24. Pain or soreness across back? Yes, more or less. *Clear urine?* Reddish. *Frequent malodorous urination?* Yes.

"25. Does your heart miss beats? Sometimes. *Frequent palpitation?* Yes. *Fainting, smothering sensation?* Sometimes.

"26. Pain under shoulder blades? Yes. *In chest?* Yes. *Right side?* Yes. *Left side?* Yes. *Coughing?* Some. *Much expectoration?* Some. *Expectorated matter float in water?* Yes. *Hoarseness or weakness of voice?* Yes. *Night sweats?* Sometimes. *How often?* About weekly. *Fever?* Some. *Very pale face?* Yes.

"28. Condition of skin? Have more or less pimples. *Duration of trouble?* Have not been well for five years. (Men). *Involuntary losses or emissions during urination (indicated often by drops of thick liquid after urine has passed out)? During sleep?* Sometimes. *How often?* Used to be about 4-6 weeks. *How many years?* 3 or 4.

"31. Are you nervous? Yes. *Describe it.* Jumpy, irritable.

"32. Headaches? Yes. *What part of the head?* All over.

"33. What is your principal trouble? I can't tell, doctors don't agree. *How long have you suffered?* 5 years.

Further Remarks: I have not been well for more than five years and have answered your questions the best I can and wish you would please give me your opinion for which I am sending a dollar. I have traveled around consulting doctors and get worse the more of them I see, until I am disgusted. I can meet any reasonable expense if you can cure me, and this like lots of other times seems to me to be the last effort I'll make. What's the use? Resp'y F. G. Harris."

"In reply to this symptom blank 'Mr. Harris' was advised that 'my careful consideration has been given to your report of recent date in which you mention digestive disturbances with pains under shoulder-blades, in right side, in heart region, irregular heart action and fainting, smothering sensation, coughing, expectoration and hoarse, weak voice, symptoms of liver disorder, kidney derangement, night losses, night sweats, nervousness, irritability and headache.' Each of these conditions is then taken up in turn and the addressee advised that they are the result of an improper diet. No practical advice is given as to the proper diet for these conditions; but Mr. Brinkler states that he 'will undertake your case for sixty ($60) prepaid, giving my advice in three letters to be claimed within a year,' that 'the first consultation letter would be complete for your present condition,' and that 'I wish to impress on you that you are not paying for an experiment but for a permanent cure when you learn correct combinations of food, and that you will receive continuous benefits from this knowledge.' When the $60 was not forthcoming,

another letter was sent the prospective patient urging a remittance in which he was advised that 'I am positive that our food system will give you extra vitality and cure your complaints.'"

Under the name of E. M. Richardson, a symptom blank was filled out purporting to come from a man who complained of no ailment but declared that he had involuntary emissions perhaps once a month. To quote further:

"'Mr. Richardson' was advised that 'my careful consideration has been given to your report of recent date in which you mention: emissions as your principal symptom,' that these emissions are caused by an improper diet, that they would be 'completely cured on a digestible brainy diet' and that 'I will undertake your case for fifty ($50) prepaid.'

"Under the name and address Walter Hadsel, Lansdale, Pa., symptoms were given as follows:

"3. Age. 58.

"4. Height in inches? 70. *Weight (disrobed)?* 130. *Do you wish to increase?* Yes. *(Occupation)? Is the exertion for a short time in the day or continuous?* Not able to work.

"20. Sleep well? No.

"21. Describe any discomfort after meals? Terrible pain in the stomach after eating. *Sour, watery or windy rising from the stomach?* Often.

"22. Biliousness? Yes. *Sick headaches?* No. *Vomiting?* Yes. *Dizziness?* Sometimes. *Coated tongue?* Yes. *Yellowness of the whites of the eyes?* Yes.

"23. Condition of bowels, character of the feces? Generally all right, irregular.

"24. Pain or soreness across back? Sometimes. *Frequent palpitation?* Sometimes. *Fainting, smothering sensation?* Sometimes.

"26. Pain under left side? Yes. *Very pale face?* Yes and yellowish

"28. Condition of the skin? Not clear.

"31. Are you nervous? Yes. *Describe it.* Irritable and depressed.

"33. What is your principal trouble? Pain in stomach and vomiting. *How long have you suffered?* About six or seven months.

"34. Any other symptoms? Thin and weak, suffer awfully with my stomach.

"36. Appetite poor, irregular or good? Poor.

"37. Specify food you are taking. Can't eat much of anything.

Further remarks: I suffer awfully with vomiting after eating and terrible stomach pains more or less all the time. Sometimes I vomit up a little blood; I can't eat hardly anything. I am thin and awfully weak and will do anything to get well. Do you think you can make me that way?

"'Mr. Hadsel' was told 'my careful consideration has been given to your report of recent date in which you mention: severe pains in stomach after eating, vomiting, with blood, gas, biliousness, dizziness, incomplete bowel action, nervousness, insomnia, extreme weakness, and that you are under weight.' Each symptom is ascribed to improper diet, and the offer is made to 'undertake your case for seventy-five ($75) prepaid.' The addressee is advised that 'I wish to impress on you the fact that you are not paying for an experiment but for a permanent cure when you learn the correct combinations of foods,' and in a subsequent letter that 'I am positive that our food system will give you extra vitality and cure your complaints.'"

Under the name of "Hamil" a blank was filled out purporting to describe a well-developed case of diabetes in a boy of 15. In his reply, Brinkler declared the condition due to improper diet and offered to effect a cure for $75 prepaid. Another symptom blank was filled out under the name of "Miss DuPont" describing a supposed case in which there was painful and profuse menstruation and other symptoms that might have been present in cases of fibroid tumor, polypus, endometritis or even cancer of the uterus. Brinkler in his reply advised "Miss DuPont" that she was suffering from "painful and profuse menstruation"—which she herself had admitted—and that her symptoms were due to improper diet. He offered to cure her for $50.

"CURING" SYPHILIS BY DIET

A supposititious case of syphilis was described on still another symptom blank under the name "H. L. Simcoe." Brinkler advised "Simcoe" that "proper diet" would relieve this condition and offered to take the case for $75. He claimed further: "I am positive that my food system will give you extra vitality and cure your complaints."

The Solicitor's report then continues:

"In each of the above tests it developed that the 'analysis and comments' on the case for which the $1 was paid consisted substantially of a statement that each symptom given by the remitter was caused by incorrect eating and could be relieved by following a course of diet prescribed by Mr. Brinkler. That this advice is given in response to all symptom blanks, no matter what symptoms are shown, was admitted by the respondents. In other words, the return made to the correspondent for his remittance is merely another advertisement of Mr. Brinkler's system. It is obvious, therefore, that the blank has no function if the course thereafter offered for sale by Mr. Brinkler is not purchased, other than to induce the correspondent to remit one dollar in the belief that he is to obtain therefor an analysis of his particular complaints and advice based thereon, when in fact the respondent intends only to reiterate the claims made for his system in the booklet with which the correspondent is already supplied and to quote a large fee for the practical advice which the correspondent was expected to receive for each remittance theretofore made by him."

At Brinkler's hearing the Post Office Department had the assistance of some well-known practicing physicians of Washington, D. C. Quoting further:

GIRL CLERKS PRESCRIBE TREATMENT

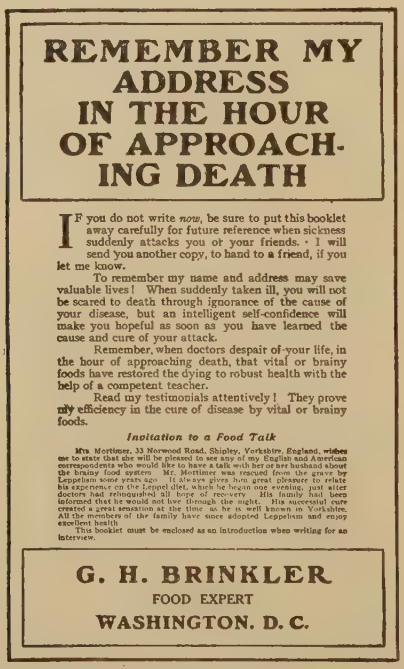
"The evidence shows that G. H. Brinkler is not a doctor and has had no education in medical subjects other than that obtained by the average man. Practically all his knowledge of dietetics has been obtained from reading a number of books on the subject and intercourse with others engaged in business similar to his own. He has in his employ a number of girls none of whom have any knowledge of the subject other than what he has told them. He has prepared a so-called 'model book' containing paragraphs applicable to a large number of symptoms. These paragraphs ascribe each symptom to improper food and state in substance that a proper diet will cure or relieve them. He has another 'model book' containing paragraphs prescribing a diet for the relief of all these symptoms, from which the letters sent when the course is purchased are made up. Unless a symptom not covered in these models is given, the correspondence is handled in an automatic way by the girl employes, one of them underlining the symptoms given and another specifying the paragraphs to be copied from the 'model book' in the reply, and so on. The same symptoms always elicit the same reply, regardless of the cause of the symptoms. Every case is accepted, no matter how serious the symptoms may be; and while it was testified that where the prospective said he had cancer, valvular heart trouble or any of a few other critical conditions, the paragraph to the effect that the correspondent 'is not paying for an experiment but a permanent cure' was omitted, yet, if a reply is not received in a short time, another letter goes out in which the sufferer is advised that Mr. Brinkler is positive that his 'food system will give you extra vitality and cure your complaints.'

"That wrong eating is a contributory cause in a great many diseases is unquestionable, but it is equally unquestionable that there are other factors; and to pretend to cure all diseases by the methods above described and with an utter ignorance of the cause of the symptoms and a disregard of all factors other than food and drink is to show a reckless disregard for the welfare of the public, and can only be ascribed to a deliberate intention to deceive and defraud. This is clear from the evidence in the case.

BRINKLER'S CALLOUS INDIFFERENCE

"There are a number of complaints in this case showing that many persons have been defrauded by the respondent. The callous indifference of the promoter of this business to the actual conditions of those induced to correspond with him is well shown in the complaint of Mrs. Norris Williams of Wilkes-Barre, Pa., who was induced by the advertising matter of Mr. Brinkler to telegraph him as follows:

" 'Urgent case; acute pulmonary consumption, four weeks, both lungs. 101 fever. Serious hemorrhage month ago. Slight cough. Patient in bed out of doors. Overgrown boy. Seventeen years, six feet. One hundred forty weight. Intellectual type, athletic clerk. Feeling distention after meals. Some constipation from milk and egg diet. Kidneys all right. Can afford $1.00 a day for food and get anything reasonably cooked. My husband died two months ago consumption so advise most reasonable price for treatment. Wire price collect immediately and I will telegraph money tomorrow. Letter follows.'



REMEMBER MY ADDRESS IN THE HOUR OF APPROACHING DEATH

IF you do not write *now*, be sure to put this booklet away carefully for future reference when sickness suddenly attacks you or your friends. I will send you another copy, to hand to a friend, if you let me know.

To remember my name and address may save valuable lives! When suddenly taken ill, you will not be scared to death through ignorance of the cause of your disease, but an intelligent self-confidence will make you hopeful as soon as you have learned the cause and cure of your attack.

Remember, when doctors despair of your life, in the hour of approaching death, that vital or brainy foods have restored the dying to robust health with the help of a competent teacher.

Read my testimonials attentively! They prove my efficiency in the cure of disease by vital or brainy foods.

Invitation to a Food Talk

Mrs Mortimer, 33 Norwood Road, Shipley, Yorkshire, England, wishes me to state that she will be pleased to see any of my English and American correspondents who would like to have a talk with her or her husband about the brainy food system. Mr. Mortimer was rescued from the grave by Leppelism some years ago. He always gives him great pleasure to relate his experience on the Leppel diet, which he began one evening, just after doctors had relinquished all hope of recovery. His family had been informed that he would not live through the night. His successful cure created a great sensation at the time as he is well known in Yorkshire. All the members of the family have since adopted Leppelism and enjoy excellent health.

This booklet must be enclosed as an introduction when writing for an interview.

G. H. BRINKLER
FOOD EXPERT
WASHINGTON, D. C.

Frightening the victim is a method classic to quackery. Here is a page (greatly reduced) from one of Brinkler's publications in which he attempts to play on the fears of the reader.

"Mr. Brinkler's reply was as follows:

" 'Wire forty dollars for quick relief followed by complete course.' "

"Thereupon Mrs. Williams wired $40 for the treatment referred to, and received in reply instructions as to what food should be given to the boy and what food should be withheld from him. Shortly thereafter the boy was taken to a sanatorium and died. Mr. Brinkler was informed of this and of the destitute circumstances in which the mother found herself, and urged to make a refund, which he declined to do.

TESTIMONIALS (OF COURSE) FOR DEFENSE

"Mr. Brinkler in his defense filed a large number of testimonials, in which the writers allege that they had been cured of a number of different diseases by his treatment, and also produced several witnesses who testified to the same effect. From the evidence in the case, however, I am satisfied either that the cure or relief reported was purely imaginary or that the purchaser of the treatment was deceived into ascribing to this system a recovery due in reality to natural causes, or was misled by temporary relief following a change of diet, or, if the sufferer was actually cured in any case it was necessarily the result of chance, the case being one in which the cause was actually a wrong diet and the diet prescribed being by good fortune a proper one for the case.

"Counsel for respondent have submitted a motion that the case be dismissed on a stipulation to the effect that hereafter Mr. Brinkler will confine himself to the sale of diets for various conditions and will not undertake to treat diseases through the mails. The circumstances of this case are such, however, that I believe the interests of the public can best be served by the issuance of a fraud order, and I therefore recommend that this motion be denied."

The fraud order was issued Aug. 19, 1914.—(*From The Journal A. M. A., Oct. 3, 1914.*)

DR. CHASE COMPANY

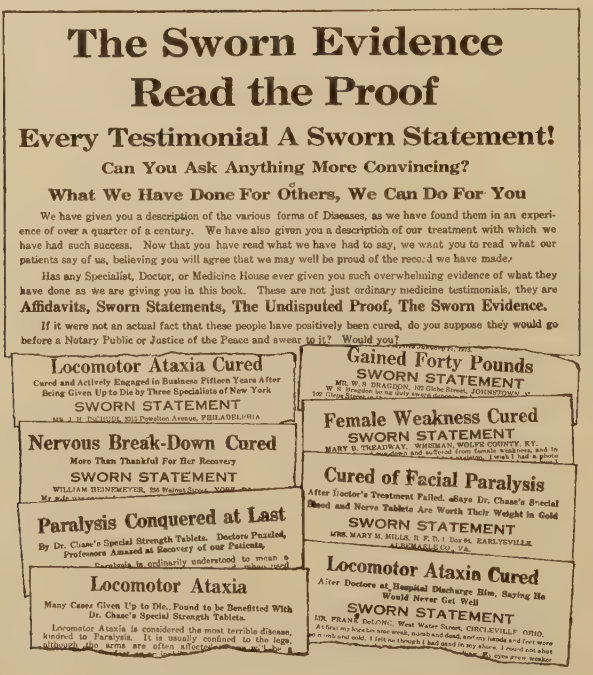
For many years one Kossuth E. Hafer of Philadelphia has been defrauding the sick by selling alleged cures for paralysis, locomotor ataxia, kidney disease and numerous other conditions. Hafer conducted his business under the trade name "The Dr. Chase Company." He sold three remedies—pills—which, before the Food and Drugs Act made lying on the label irksome if not expensive, were known, respectively, as "Dr. Chase's Blood and Nerve Food," "Dr. Chase's Kidney Food" and "Dr. Chase's Liver Food." As none of these pills could by the widest stretch of imagination be called a "food," the names were changed, after the "Pure Food Law" went into effect, from "food" to "tablets." In those halcyon days for nostrum makers when everything "went" and the advertising pages of the majority of publications were open to any advertiser who could pay for space, the Chase concern advertised in some magazines of comparative respectability. During the past few years, however, the advertisements seem to have been largely confined to those cheap weeklies and monthlies whose advertising income is mainly derived from the less reputable products of the advertising world.

The federal authorities have investigated Hafer's business, and, very naturally, concluded that he has been conducting a scheme for obtaining money by means of false and fraudulent pretenses, representations and promises. Henceforth the mails are closed to the Dr. Chase Company.

In his case with the government Hafer had for his attorney H. B. Thompson, the counsel for the "patent medicine" interests, the "Proprietary Association." It seems fitting that the legal light of the Proprietary Association should have come to the defense of the Dr. Chase Company, which, by the way, seems to have been a member of that organization. THE JOURNAL has, before this, called attention to the fact that the membership of the Proprietary Association is secret and that, while it periodically protests that it and its members are *sans peur et sans reproche,* it is careful to prevent a general list of its membership becoming known.

Judge W. H. Lamar, the Solicitor of the Post Office Department, in his memorandum for the Postmaster-General recommending the issuance of a fraud-order, quotes quite fully from the claims made by Hafer in his adver-

tising matter. In brief, it may be said that these claims were to the effect that the Dr. Chase Company had "spent years of time and thousands of dollars in perfecting the prescriptions" of the pills; that the pills had cured many cases of paralysis "of long standing, many of whom were pronounced incurable, given up to die and past the aid of human skill"; that "the Blood and Nerve Tablets" would "build up the blood and nerves faster than any other remedy"; that the "Special Kidney Tablets" would "give strength to the spine . . . stop all wasting of albumin through the urine, neutralize the uric acid, and relieve all rheumatic and sciatic pains"; that the "Liver Tablets" would "put the liver and stomach into such a perfect condition" that it would be impossible for those that took them to have sallow skin, foul breath, coated tongue, sour stomach, drowsiness after meals, constipation, etc.



The Sworn Evidence
Read the Proof

Every Testimonial A Sworn Statement!

Can You Ask Anything More Convincing?

What We Have Done For Others, We Can Do For You

We have given you a description of the various forms of Diseases, as we have found them in an experience of over a quarter of a century. We have also given you a description of our treatment with which we have had such success. Now that you have read what we have had to say, we want you to read what our patients say of us, believing you will agree that we may well be proud of the record we have made.

Has any Specialist, Doctor, or Medicine House ever given you such overwhelming evidence of what they have done as we are giving you in this book. These are not just ordinary medicine testimonials, they are Affidavits, Sworn Statements, The Undisputed Proof, The Sworn Evidence.

If it were not an actual fact that these people have positively been cured, do you suppose they would go before a Notary Public or Justice of the Peace and swear to it? Would you?

Locomotor Ataxia Cured
Cured and Actively Engaged in Business Fifteen Years After Being Given Up to Die by Three Specialists of New York
SWORN STATEMENT

Nervous Break-Down Cured
More Than Thankful For Her Recovery
SWORN STATEMENT
WILLIAM HEINMEYER, 236 Walnut Street, YORK

Paralysis Conquered at Last
By Dr. Chase's Special Strength Tablets. Doctors Puzzled, Professors Amazed at Recovery of our Patients.

Locomotor Ataxia
Many Cases Given Up to Die, Found to be Benefitted With Dr. Chase's Special Strength Tablets.
Locomotor Ataxia is considered the most terrible disease, kindred to Paralysis. It is usually confined to the legs, although the arms are often affected

Gained Forty Pounds
SWORN STATEMENT
MR. W. S. DRAGDON, 102 Globe Street, JOHNSTOWN, N.Y.

Female Weakness Cured
SWORN STATEMENT
MARY D. TREADWAY, WHITMAN, WOLFE COUNTY, KY.

Cured of Facial Paralysis
After Doctor's Treatment Failed. eSays Dr. Chase's Special Blood and Nerve Tablets Are Worth Their Weight in Gold
SWORN STATEMENT
MRS. MARY M. MILLS, R. F. D. 1 Box 64, EARLYSVILLE, ALBEMARLE CO., VA.

Locomotor Ataxia Cured
After Doctors at Hospital Discharge Him, Saying He Would Never Get Well
SWORN STATEMENT
MR. FRANK DeLONG, West Water Street, CIRCLEVILLE, OHIO.

Some pages and parts of pages (reduced) from one of the Hafer booklets. Note the claims that the pills would cure paralysis, locomotor ataxia, etc.

In 1916 a Post Office Inspector interviewed Hafer and following this interview Hafer eliminated the word "paralysis" from the booklets he sent out (although he continued using it in his magazine advertisements) and substituted the phrase, "loss of power and strength." As Judge Lamar pointed out in his memorandum:

"A number of similar changes have been made with respect to other diseases; the paragraph relating to 'Gravel-Stone in the Bladder' has been omitted and promises of relief, while conveying the same sense, have been made less positive on their face. These changes clearly show the intent of Mr. Hafer to conduct this fraudulent business while evading, if possible, the consequences of his infraction of the law. In his attempt to do this he has

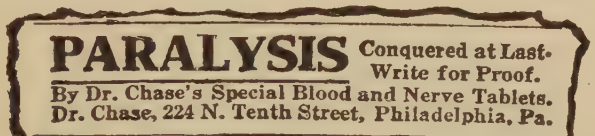
not hesitated to change the language of the affidavits reprinted by him in such a manner as to substitute for the names and descriptions of diseases therein other names and descriptions which he thought would pass muster."

The judge then states that the tablets sold by Hafer were composed of drugs well known to the medical profession and that the evidence demonstrated that these drugs, neither alone nor in combination, had the powers with which Hafer had endowed them. Continuing, the memorandum says:

"The holding forth of these tablets as curative, or even allevial, in all the conditions which may give rise to the symptoms enumerated, regardless of the condition of the patient or the cause of the trouble, is not only unjustified but flagrantly fraudulent. Some of the diseases from which these symptoms arise are incurable, some of them are only amenable to surgery, and many of them make no response whatever to drug treatment. According to the testimony adduced at the hearing in the great majority of these diseases these tablets are of no value whatever.

"Hafer, as might be inferred from the character of his representations, is entirely uneducated along medical lines.

"The business originated in his going to a chemical concern [The Wm. R. Warner Company, it is said.—Ed.] and having a tonic tablet made up in the business of selling which he intended to engage. He testified that at that time he had no intention of representing these tablets as of value in the


PARALYSIS
Conquered at Last.
Write for Proof.
By Dr. Chase's Special Blood and Nerve Tablets.
Dr. Chase, 224 N. Tenth Street, Philadelphia, Pa.

A typical advertisement. The one reproduced—slightly enlarged—appeared in the *Gentlewoman*, April, 1917. In 1916 Hafer had "hedged" on the use of the word "paralysis" in his advertising booklets—this following an interview with a post-office inspector. Violating the spirit of the law while making a pretense of keeping the letter is typical of the fraudulent "patent medicine" business.

various diseases which he included later in his advertising matter. This was done, according to him, after persons to whom he had sold these tablets told him, that they had been cured of these various diseases. With no other basis for these claims, and little, if any, knowledge of the therapeutic value of those drugs, he proceeded to build up his claims without recourse to science or to experts along medical lines."

The memorandum further points out that if Hafer had been desirous of conducting his business honestly he would have sought knowledge regarding the value of these tablets from reputable sources of information, for he was put on notice several times as to the questionable character of his representations. He had, in fact, been cited before the Bureau of Chemistry for misbranding his stuff and modified his labels, which came under the purview of the federal Food and Drugs Act, but, as Judge Lamar points out, "at the same time he continued the same fraudulent representations to which his attention had been invited, in his advertising matter."

In 1917 Hafer was indicted for misbranding his preparations, pleaded guilty and was fined $250. "Under the circumstances," says the memorandum, "and in view of the evidence, I am constrained to hold that it was always his intention to go as far as he could in his claims for these tablets without regard to their actual value in the treatment of disease."

In view of all the findings, it was recommended that the Postmaster-General should issue a fraud order against the Dr. Chase Company. The mails were closed to the company, Jan. 17, 1918.—(*From The Journal A. M. A., May 25, 1918.*)

GALLSTONE REMEDY COMPANY

One L. E. Bowers conducted a fraudulent medical mail-order business from Chicago under the name of the "Gallstone Remedy Company," selling a preparation called "Gall-Tone." In December, 1917, Bowers was called on to show cause why a fraud order should not be issued against him and his business. A Chicago attorney first represented Bowers but afterward withdrew, whereupon one W. H. Landvoigt of Washington acted as Bowers' counsel. It was finally agreed that if Bowers would file an affidavit to the effect that his "gallstone cure" scheme had been discontinued and would not be resumed and would also file an order with the Chicago postmaster directing him to treat as "Refused" all mail matter addressed to the Gallstone Remedy Company or to "L. E. Bowers, Manager," that the solicitor for the Post-Office Department would be disposed to withhold a recommendation for the issuance of a fraud order. Bowers' counsel finally declared that Bowers would be willing to file such an affidavit and order but asked that the name "L. E. Bowers, Manager," be omitted from the order as Bowers was engaged in other enterprises and the inclusion of his individual name would work a hardship. Mr. Landvoigt assured the Post Office Department that Bowers would absolutely discontinue the use of the mails in the conduct of the so-called gallstone business if permitted to receive mail under the name "L. E. Bowers, Manager." The Post Office Department consented to the arrangement and an affidavit was executed and filed by Bowers to the effect demanded by the department. The whole case, however, was reopened when it was found that Bowers totally disregarded and violated his stipulation by mailing to former victims a communication reading as follows:

IMPORTANT NOTICE

To My Dear Friend & Patron:—As all Post Office or Mail Order sales of the wonderful remedy—GALL-TONE, have been discontinued, for the present, at least, I will have to notify you that all packages are now sent by Express. I will also have to ask you very kindly to send all future orders and remittances to me personally, either by Express Money Order or Bank Draft. Kindly use the enclosed envelope or one addressed like it.

This is the only way in which I can serve you, for the present, as the sale of GALL-TONE through the mails has been discontinued.

Will you also kindly notify your friends in order to avoid any misunderstanding or disappointing anyone, or depriving anyone of the help which this superior remedy affords.

With kindest regards and good wishes, I remain yours truly,

L. E. Bowers,
219 S. Dearborn St., Chicago, Ill.

P. S. Prices of GALL-TONE by Express f. o. b. until further notice are—One Pkg. $5.00. 2 Pkgs. $8.50. 4 Pkgs. $15.00. 8 Pkgs. $25.00. Mention your nearest express office.

It will be well for you to order a supply NOW to cover future needs as it may become more difficult or even impossible to serve you at all, later on. We have only the present, the future is not ours. I will do the best I can but difficulties may become entirely unsurmountable. So be safe and supply yourself liberally NOW while yet you may surely do so.

L. E. Bowers.

Following this, Judge Lamar, Solicitor for the Post Office Department, submitted the facts regarding the case to the Postmaster-General and recom-

mended the issuance of a fraud order. Judge Lamar, in his memorandum, pointed out that Bowers "is not a physician and has no medical education or training." The memorandum continues:

"In spite of his ignorance of the effect of drugs in the treatment of disease he leads persons to believe that he is qualified to treat ailments of the most serious nature and does not hesitate to determine the treatment in all cases where the sufferer communicates his troubles, and prescribes the same remedy in all cases guaranteeing that a cure will follow its use. The alleged remedy he exploits is known as 'Gall-Tone,' a preparation he obtains in large quantities from manufacturing chemists."

Judge Lamar then quotes extensively from Bowers' advertising and shows the absurdity and fraudulence of the claims made. Then:

"Through his entire literature Bowers very indelicately seeks to impress on those who patronize him his absolute honesty, his fair dealing, and his good faith and trustworthiness; yet after having had pointed out to him the viciousness of this scheme, and after having solemnly agreed to abandon it, the ink was scarcely dry on the affidavit filed by him with this office evidencing that purpose before he betrayed his honor by breaking his pledge and continuing the operation of the scheme in his own name."

A fraud order against the company was issued July 27, 1918.—(*From The Journal A. M. A., Aug. 31, 1918.*)

GORHAM'S CATARRH AND ASTHMA CURE

For some years a piece of mail-order quackery was perpetrated from Battle Creek, Michigan, under the name of Gorham's Home Treatment for Catarrh. As long ago as 1911, the Propaganda Department of THE JOURNAL of the American Medical Association secured a fairly complete set of the advertising paraphernalia used by Gorham. The stuff was typical of mail-order quackery. Testimonials, "scare stuff," follow-up letters, "free trials," a sliding scale of prices all were used in orthodox medical mail-order fake style. The letters which victims of the Gorham advertising lure wrote were sold, as is common, to the letter brokers. We have in our files an offer from a letter broker to sell or rent more than thirteen thousand of the original "asthma letters" sent to T. Gorham in 1910 and 1911, and more than eleven thousand letters of the same kind, vintage of 1912 and 1913.

In 1913 the Michigan State officials took cognizance of this undesirable home industry, and in its *Bulletin*, published by the State Dairy and Food Department in March of that year, had this to say about Gorham's piece of quackery:

"An employee of this department, having successfully survived two 'consumption cures,' began to feel down in the mouth, or rather down in the nose, especially after reading a weird advertisement of T. Gorham's famous Catarrh remedy, made at Battle Creek, Michigan. After answering the advertisement, our employee waited for the usual results that happened as usual. The first letter offered him a month's treatment for $5. Four letters followed in which the price of the remedy was successively reduced to $3 cash and $2 credit, and finally to $2.50 cash at which bargain counter price our chemist invested the state's money.

"The remedy consisted of three 6 ounce bottles of brownish-red liquid for internal use and an ounce tin of 'Antiseptic Balm' to swab out his 'smeller.' Analysis showed that the internal remedy consisted of 8 per cent. alcohol, 25 per cent. sugar, 67 per cent. water, and a trace each of bromid of soda and iodid of potash. The 'Antiseptic Balm' is just ordinary vaseline, containing a small amount of menthol and perfumed with oil of wintergreen.

"We will let physicians and the reader determine whether a weak toddy of sugar, alcohol and water flavored with a trace of drugs is a good remedy for 'Catarrh.' If you want to take it why pay at the rate of $35 a gallon for it when you can make a gallon of it for 55 cents, as follows: Mix water 5 pints, alcohol 12 ounces, sugar 1½ pounds, potassium iodid 5 grains and bromid of potash 5 grains; flavor with a few drops of wintergreen.

"If you wish to grease your proboscis with 'Antiseptic Balm' you can do so at a cost of six cents as follows: Add to one ounce of melted vaseline one-half dram of menthol, stir and add a few drops of oil of wintergreen. Inquiry by this department at Battle Creek established the fact that Gorham is not a physician and has no physician connected with his business. Bankers there say he is a 'very desirable customer.' He certainly ought to be as he is engaged in a business that pays 3,000 per cent. profit."

Proof!
Positive Proof for all Sufferers from Asthma and Catarrh
Just send your name and address for a Free Package and the Positive Proof. Do not allow these dreadful diseases to rob you of your health and strength when you can cure yourself very easily right in your own home. My Wonderful "Home Treatment" is making so many extraordinary cures of chronic and acute cases. Thousands of sufferers who have taken it will gladly testify. Just send for the Free Treatment and be convinced.
Catarrh and Asthma are too serious to neglect. In the foul slimes of Catarrh and Asthma the germs of Consumption breed rapidly and the whole system is impaired and left open to the attacks of dangerous diseases. Horrible suffering results—days are one long torture and nights sleepless agony.
My Remedy cleanses the system of impurities, stops the dripping in the throat, hawking, foul breath, head noises, loss of taste and smell, hoarseness, watery eyes, heals the scabs in the nose, prevents gasping for breath and sleepless nights.
Do not delay a moment, but send now for the Free Package and my book, both of which will be mailed in plain wrapper. Be sure and mention your disease.
T. GORHAM, 37 Gorham Building Battle Creek, Mich.
Free!
Package for all Sufferers of CATARRH and Asthma
Brings quick relief. I mean exactly what I say—a Free Package of Gotham's Famous Battle Creek Remedies to every sufferer of these loathsome diseases.
If you are disgusted and discouraged, just give me a chance to prove my claims. By writing me today you will enjoy more real comfort than you ever thought this world holds for you.
Catarrh is too serious to neglect. In the foul slimes of Catarrh the germs of Consumption breed rapidly and the whole system is impaired and left open to the attacks of dangerous diseases Horrible suffering results—days are one long torture and nights sleepless agony
Gorham's Catarrh Remedy cleanses the system of impurities, stops the dripping in the throat, hawking, foul breath, head noises, loss of taste and smell, hoarseness, watery eyes, heals the scabs in the nose. Gorham's Asthma Remedy overcomes that awful feeling of suffocation and strangulation for lack of air, prevents gasping for breath, opens the air passage, allows more oxygen in the lungs and enables the Asthma sufferer to breathe free and easy
Send for free treatment and interesting booklet at once. Rid yourself of these disgusting diseases. Be sure to mention your ailment.
THOS. G. PARRIS, 33 Parris Bldg., Battle Creek, Mich.
One of the great health centers of the world.

Facsimiles of Gorham and Parris advertisements, respectively.

Whether the undesirable publicity thus given Gorham caused him to sell the business, or whether there was some other reason for abandoning it, we do not know. A year or so later, however, the same business was being conducted by the Parris-Hurst Company, which dubbed itself, "Successors to T. Gorham." This concern, according to its letter-heads, had connected with it Thomas G. Parris, W. I. Hurst, and F. F. Parris, and gave as its reference the "Merchants Saving Bank" of Battle Creek. The methods of the Parris-Hurst Company were essentially similar to those of Gorham. Its sliding scale of prices ranged from $5 first asked to $1.50 in the final appeal. In October, 1916, the Post Office Department served the company with notice to show cause why a fraud order

should not be issued against it; this the company was unable to do. Declaring that the scheme in which the Parris-Hurst Company was engaged was false and fraudulent, the government issued a fraud order against the company December 4, 1916.

"Scare stuff" used first by T. Gorham and later by his "successor" the Parris-Hurst Company.

L. B. HAWLEY, M. D.

Dr. L. B. Hawley of Rochester, New York, made a business of selling, through the mails, a mechanical appliance, which he represented to be a scientific and natural cure for impotency. The price charged for the device was $10. He, at first, obtained the names of prospective victims by buying lists from letter brokers; then he mailed to the persons in such lists descriptive circulars on the appliance and solicited orders for it. Later, he advertised in newspapers. It was found, at the time the Post Office Department investigated this fraud, that Hawley was receiving about $250 a week in money orders and about $150 a week in registered letters. Hawley had previously been connected with the notorious "New York Institute of Physicians and Surgeons" that was operated by Thomas F. Adkin until the Post Office Department put it out of business. The Assistant Attorney-General wrote that Hawley's business was a scheme for obtaining money through the mails by means of false and fraudulent pretenses and, on these findings, the Postmaster-General denied Hawley the use of the mails.

HEPATOLA

A physician in Saskatoon, Saskatchewan, sends THE JOURNAL an advertisement from a local paper, reading:

> OPERATIONS UNNECESSARY
>
> HEPATOLA removes Gall Stones, corrects Appendicitis in 24 hours without pain. Registered under Pure Food and Drug Acts. $6.00.

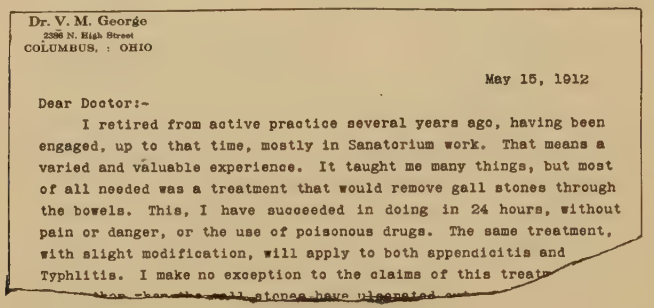
Profitable quackery dies hard. In the United States "Hepatola" was declared a fraud by the federal authorities in 1917 and the Hepatola Company was denied the use of the United States mails. Hepatola was claimed as the discovery of one "Dr. V. M. George" of Columbus, Ohio. So far as THE JOURNAL's records show, and they are the most complete extant and based on official data, V. M. George is not, and never has been, licensed to practice medicine. In 1912 George was sending out letters to physicians stating that he had "retired from active practice several years ago" and that the "varied and valuable

experience" that he had obtained while in practice had taught him "many things." Especially had it resulted in his discovering "a treatment that would remove gallstones . . . in twenty-four hours without pain or danger or the use of poisonous drugs." Further, "the same treatment with slight modification, will apply to both appendicitis and typhlitis." George's proposition was that physicians, instead of sending their gallstone patients to the hospital for operation, should let him treat them by his nonsurgical method. Apparently, George was not very sanguine of his venture for he said:

"The knife treatment has apparently so ossified any nascent ambition because of the hospital fees, that the average doctor is fearful to even think of any other modus operandi, lest it might destroy the very source of his existence."

In order, presumably, to fight the devil with his own weapons—and incidentally reap the reward of virtue—George suggested that

". . . . you permit me to work in harmony with you and give you the same percentage of fees as is given by the hospitals."



Dr. V. M. George
2336 N. High Street
COLUMBUS, : OHIO

May 15, 1912

Dear Doctor:-

I retired from active practice several years ago, having been engaged, up to that time, mostly in Sanatorium work. That means a varied and valuable experience. It taught me many things, but most of all needed was a treatment that would remove gall stones through the bowels. This, I have succeeded in doing in 24 hours, without pain or danger, or the use of poisonous drugs. The same treatment, with slight modification, will apply to both appendicitis and Typhlitis. I make no exception to the claims of this treat-

Reproduction (greatly reduced) of the letter head and opening statements made by V. M. George in 1912 when he attempted to interest physicians in his "cure" for gallstones.

At the same time that V. M. George was attempting to interest the medical profession under his own name—an unsuccessful attempt as it proved—he was, under the name "Hepatola Company" appealing to the public to take Hepatola for the cure of gallstones and appendicitis. In fact, he also recommended it to persons who were perfectly well. The slogan of the Hepatola concern was "Avoid the knife." At the bottom of each page, set off from the reading matter and printed in italics one read:

"Avoid the knife—and save money"
"Avoid the knife—save your appendix"
"Avoid the knife—honeycombed with danger"
"Avoid the knife—everything for gain"

And then there were these warnings:

"When you once notice a suspicious pain in the right side, radiating to the back, that spells trouble. If you consult your physician, he will tell you right away, gall stones, appendicitis, or serious abdominal trouble. That means an operation. Don't entertain it for a minute, investigate Hepatola."

"Some fine day there is going to be an end to this promiscuous cutting by the doctors. The law protects them, and if you happen to die that closes the chapter—for the doctor. Not for the stricken family, however, who might have been relieved had they known of 'Hepatola.'"

The postoffice authorities finally got around to Mr. George and his Hepatola Company. Hepatola itself was turned over to the federal chemists for analysis and, as might have been expected, was found to be the same old fake gallstone trick—that of giving the victim a large dose of some bland oil and following it up with a saline. The soapy concretions that are voided following this dosing, are the "gallstones" which the "treatment" removes. Here is what the federal chemists reported:

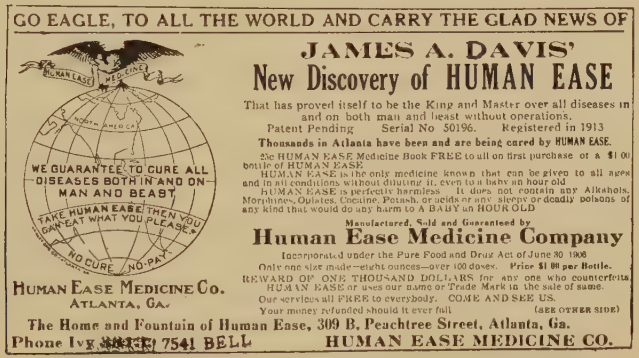
"POWDER: This is an ordinary seidlitz powder, containing rochelle salts, sodium bi-carbonate and tartaric acid.

LIQUID: This is an ordinary olive oil colored with a coal tar dye and slightly flavored with peppermint."

The same old humbug with ingredients essentially identical with "Fruitola" and "Mayr's Wonderful Stomach Remedy." Hepatola was a mail-order proposition and thus laid itself open to action on the part of the postoffice authorities. Fruitola and Mayr's Stomach Remedy, although, in the past, sold under claims just as ridiculous have always been handled through the "recognized channels" of the retail drug trade. They are still doing business; the Hepatola Company has been debarred from the use of the United States mails. The Canadian authorities might well investigate this Saskatoon industry. Possibly such an investigation would save, if not lives, at least money, for our northern neighbors.—*(From The Journal A. M. A., March 13, 1920.)*

HUMAN EASE

"Human Ease" was a cure-all sold under preposterously false claims by one James A. Davis who did business under the trade name "Human Ease Medicine Company," Atlanta, Ga. On Sept. 12, 1916, Davis was called on by the federal authorities to show cause why a fraud order should not be issued against his company. Davis made no answer to the charges; neither did he


GO EAGLE, TO ALL THE WORLD AND CARRY THE GLAD NEWS OF

JAMES A. DAVIS'
New Discovery of HUMAN EASE

That has proved itself to be the King and Master over all diseases in and on both man and beast without operations.
Patent Pending Serial No 50196. Registered in 1913

Thousands in Atlanta have been and are being cared by HUMAN EASE.

25c HUMAN EASE Medicine Book FREE to all on first purchase of a $1 00 bottle of HUMAN EASE.
HUMAN EASE is the only medicine known that can be given to all ages and in all conditions without diluting it, even to a baby an hour old
HUMAN EASE is perfectly harmless. It does not contain any Alkaloids, Morphines, Opiates, Cocaine, Potash, or acids or any sleepy or deadly poisons of any kind that would do any harm to a BABY an HOUR OLD

Manufactured, Sold and Guaranteed by
Human Ease Medicine Company
Incorporated under the Pure Food and Drug Act of June 30 1906
Only one size made—eight ounces—over 100 doses. Price $1 00 per Bottle.
REWARD OF ONE THOUSAND DOLLARS for any one who counterfeits HUMAN EASE or uses our name or Trade Mark in the sale of same.
Our services all FREE to everybody. COME AND SEE US.
Your money refunded should it ever fail (SEE OTHER SIDE)

WE GUARANTEE TO CURE ALL DISEASES BOTH IN AND ON MAN AND BEAST
TAKE HUMAN EASE THEN YOU CAN EAT WHAT YOU PLEASE
NO CURE NO PAY

HUMAN EASE MEDICINE CO.
ATLANTA, GA.

The Home and Fountain of Human Ease, 309 B. Peachtree Street, Atlanta, Ga.
Phone Ivy [redacted] 7541 BELL HUMAN EASE MEDICINE CO.

deny the truth of them or offer any evidence to offset them. On the date set for the hearing William M. Smith of Atlanta appeared as counsel for Davis.

The Solicitor for the Post Office Department in his memorandum for the Postmaster-General recommending the issuance of a fraud order in this case declared the facts to be as follows:

THE GOVERNMENT CASE

"Respondent obtains remittances of money through the mails from various persons in payment for a preparation known as 'Human Ease.' The claims

made for this preparation in the treatment and cure of all diseases are so astounding that a very brief statement of a few of them as disclosed by the evidence will suffice to establish the fraudulent character of the scheme. This preparation has been analyzed by Dr. W. S. Hubbard of the Bureau of Chemistry, Department of Agriculture, and a report made to this office showing the chemical analysis to be as follows:

Lard	95.5 per cent.
Sodium bicarbonate (baking soda)	1.6 per cent.
Sodium sulphate (Glauber's salts)	0.2 per cent.
Potassium nitrate (Saltpetre)	1.9 per cent.

The ointment is flavored with oil of sassafras.

"According to the representations made by respondent there is no disease that this preparation will not cure. The cure of all diseases is guaranteed by him in the following terms:

'We guarantee to cure all diseases both in and on man and beast.'

"Scores of diseases are enumerated in the booklet which is distributed broadcast to the public through the mails by him, all of which his guarantee covers. For the purpose of showing the obvious absurdity of the claims and the patent falsity of the representations, a few of these diseases are taken at random from the booklet containing the whole list of diseases whose cure is guaranteed, as follows:

TUBERCULOSIS,	SYPHILIS,	RHEUMATISM,
DIPHTHERIA,	SCARLET FEVER,	SMALLPOX,
PELLAGRA,	PARALYSIS,	OBESITY,
BRIGHT'S DISEASE,	HEART DISEASE	MAD DOG BITES, AND
STRICTURE,	CANCER,	INGROWING NAILS
DIABETES,		

"A review of the booklet shows that it contains a very large number of false claims and representations. This office has seldom seen a booklet so filled with fraudulent representations. It has been frequently shown in hearings before this office by the testimony of experts in the treatment of various diseases that many of the diseases which the respondent mentions in this booklet and guarantees to cure are incurable, and human experience serves to confirm the truth of such testimony. The evidence in this case shows that the respondent is not a physician; that he has had no training which would qualify him to diagnose and treat diseased conditions; that his educational attainments are strictly limited, and that the preparation furnished by him cannot and does not relieve or cure many of the diseases for which it is recommended and is without value in the treatment of such diseases."

The federal authorities issued a fraud order on Oct. 19, 1916, denying the use of the mails to the Human Ease Medicine Company (not to Davis, himself) on the ground that it had been obtaining money by means of false and fraudulent pretenses, representations and promises. — (*From The Journal A. M. A., Nov. 18, 1916.*)

INTERSTATE REMEDY COMPANY

This concern was investigated by the Propaganda department of THE JOURNAL of the American Medical Association and the scheme exposed in THE JOURNAL, Oct. 7, 1911.[1] On April 17, 1914, the Interstate Remedy Company, Dr. A. E. Robinson and H. F. Coon were denied the use of the United States mails because they were engaged in a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. Previous to the issuance of the fraud order the company,

1. The matter is reprinted in "Nostrums and Quackery" (1912).

Robinson and Coon, were called on to show cause, on or before March 12, 1914, why the fraud order should not be issued. On that date they appeared before the federal authorities in the persons of Fletcher Dobyns, a Chicago attorney, and Edward D. Hayes, the owner of the business. The Postal Inspector's report which forms the basis on which the Assistant Attorney-General made his recommendation, brought out practically the same facts that had been exposed in THE JOURNAL of the American Medical Association. It was shown that, in common with all medical mail-order concerns, but a fraction of the letters received were ever seen by the doctor whose name was used to give an air

POLICE GAZETTE
THE BAPTIST RECORD.
POLICE GAZETTE
MEDICAL
$3.50 RECIPE CURES
Weak Men--Free
Send Name and Address To-day—
You Can Have It Free and Be
Strong and Vigorous.
I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back brought on by excesses unnatural drains or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of the prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.
This prescription comes from a physician who has made a special study of men, and I am convinced it is the surest-acting combination for the cure of deficient manhood and vigor-failure ever put together.
I think I owe it to my fellow man to send them a copy in confidence, so that any man, anywhere, who is weak and discouraged with repeated failures may stop drugging himself with harmful patent medicines, secure what I believe is the quickest-acting, restorative, upbuilding, SPOT-TOUCHING remedy ever devised, and so cure himself at home quietly and quickly. Just drop me a line like this: Dr. A. E. Robinson, 3728 Luck Bldg., Detroit, Mich., and I will send you a copy of this splendid recipe, in a plain, ordinary envelope, free of charge. A great many doctors would charge $3.00 to $5.00 for merely writing out a prescription like this—but I send it entirely free.
$3.50 Recipe Cures
Weak Men - - - FREE
Send Name and Address Today
—You Can Have It Free and
Be Strong and Vigorous.
I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of the prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.
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Photographic reproductions (reduced) of the stock advertisement sent out by the Interstate Remedy Company under the name of A. E. Robinson.

of respectability to the business. The various clerks employed by the Interstate Remedy Company would read the letters and determine what class of ailments the victims had or thought they had, and would then "treat" them accordingly.

Hayes, through his attorney, in attempting to defend his fraudulent scheme, declared that he had submitted all of his advertising matter to the "Federal Guide Association," an organization said to be formed for the purpose of giving advice to individuals on questions of federal law. According to Hayes, the Federal Guide Association had expressed the opinion that his scheme was not in contravention of the law.

COURT IMPOSES $10,000 FINE ON MEDICAL FAKERS

Interstate Remedy Co. Proprietors Plead Guilty of Using Mails to Defraud

AGREE TO GIVE LIST OF NAMES TO GOVERNMENT

District Attorney Webster Asks Money Penalty, Instead of Prison Sentence

Three members of a patent medicine concern doing business as the Interstate Remedy Co., indicted for fraudulent use of the mails, were fined $10,000 by Federal Judge Tuttle, Wednesday noon. The fine was apportioned among the three as follows: Edward D. Hayes, $5,000; Henry F. Coon, $3,000 and Dr. A. E. Robinson, the company's medical adviser, $2.000. The stiff fine was recommended by the district attorney in lieu of prison sentences.

The indictments against the three members of the Interstate Remedy Co. offices of which were on Farmer-st. were returned during the June term of court. When arraigned the trio pleaded not guilty, but when brought into court today they changed their pleas to guilty In recommending that the fines be accepted, District Attorney Clyde I. Webster stated to the court that the defendants had agreed to turn over to the government a mailing list of 500,000 names. The list will be destroyed. The Interstate Remedy Co. advertised a "cure-all" and did a big business that brought the promoters handsome returns until the government stepped in and closed their offices.

This clipping from a Detroit paper of Nov. 19, 1914, tells its own story.

The Assistant Attorney-General to the Postmaster-General in commenting on this defense says that Hayes was well aware from the inception of this scheme of the falsity of his claims for the treatment, and that, knowing this, he had really sought advice for the purpose of enabling him so to disguise the nature of the scheme as to evade the law. It was shown further in the memorandum that, although the Interstate Remedy Company promises secrecy in the treatment of all correspondence with those who answer its advertisements, it had, as late as December, 1913, offered to sell to the "Commercial Letter Bureau" of Chicago between 70,000 and 80,000 original letters received in reply to the "free recipe for weak men" advertisement.

Mr. Hayes was the promoter of the Dr. Knapp Medical Company, against which a fraud-order was issued in 1904, and also the Dr. Raynor Company, which was denied the use of the mails in the same year. The Interstate Remedy Company was the successor to the former.

On Nov. 18, 1914, the three individuals comprising the Interstate Remedy Company were fined $10,000 by a judge of the United States District Court. The fine was recommended by the district attorney in the place of a prison sentence under the stipulation that the concern turn over to the federal authorities to be destroyed the "sucker list" of past and prospective victims. Edward D. Hayes was fined $5,000; Henry Coon, $3,000, and Dr. A. E. Robinson, $2,000.

JIROCH COMPANY

For some years, the Dr. Jiroch Company, 533 South Wabash Avenue, Chicago, has been conducting a mail-order medical concern. On June 24, 1914, the federal authorities declared the concern fraudulent and denied it the use of the mails. The attorney for the Dr. Jiroch Company was Fletcher Dobyns of Chicago, the same man who appeared in behalf of a similar fraud operated from Detroit, the "Interstate Remedy Company."

The methods of the Dr. Jiroch Company were investigated some time ago by THE JOURNAL, and much of the matter that follows was written nearly two years ago. Other matters prevented the completion of the "story" and it was filed away.

THE PERSONNEL

As in all such cases, the physician whose name gives the title to this fraud has been but a mere stool-pigeon. At the time of THE JOURNAL's investigation, the real men behind the scheme seem to have been:

Melville W. Johnson, Garrett, Indiana, *President.*
A. G. Hagerty, *Secretary.*
Thos. R. Bradford, *Treasurer.*
F. W. Jiroch, *Medical Director.*

Jiroch was a student at the Harvey Medical College at Chicago at the time this low-grade institution went out of existence. He then seems to have gone over to Jenner Medical College, Chicago, by which school he was graduated in 1906, receiving a license to practice, from the state of Illinois, the same year. The practical man of affairs in the Dr. Jiroch Company seems to have been Thomas R. Bradford, who, it is said, was formerly with a somewhat similar fake concern, the "Blair Remedy Company" of Chicago. Bradford, apparently, is an old hand at mail-order medical frauds. In 1904,

Thomas R. Bradford was operating a business in Cincinnati under the name of "Bradford & Company." The scheme was an attempt to sell an alleged cure for "lost vitality, sexual debility," etc., and was put out of business by the federal authorities in December, 1904.

ITS METHODS

The Dr. Jiroch Company obtained its victims through advertisements placed in the cheaper weeklies and daily papers. In addition, the concern bought or rented "sucker lists" either from letter brokers or from concerns in a similar disreputable business. An enormous amount of circularizing was done, much of it in a haphazard way; the member of THE JOURNAL staff, who has corresponded under assumed names with various medical frauds, was richly favored with Jiroch "bait" although he had never written to the concern, showing that these names had been purchased or rented.

While, in what follows, Jiroch's name is used as though he was the one individual responsible, it should be borne in mind that he was but the "hired man" of the concern. Nevertheless all letters were signed (in facsimile) with Jiroch's name and the victim was led to believe that Jiroch gave personal and individual attention to each case.

The prospective victims were sent circular letters, printed in imitation of typewriting. With each letter was a brilliantly colored "certificate" that was alleged to entitle the holder to a "Special Free Proof Treatment and Diagnosis." Not all the "certificates" were the same; they varied in color and in the series of questions asked. Some were sent to those supposed to be suffering from "female trouble," others to those presumably deaf, still others to those whose ailments were of a general or indefinite nature. But whatever kind of "certificate" was sent they all offered the "Special Free Proof Treatment and Diagnosis."

THE "TREATMENT," FREE AND OTHERWISE

The Jiroch advertisements that appeared in the cheap weeklies also featured the "free treatment and diagnosis." Both the advertisements and the certificates contained a list of symptoms. Says the Jiroch Company:

"Put an X mark before every symptom you have and two XX marks before your worst symptom."

Those who answered the advertisements or who sent in the "certificates" received a "free proof treatment" consisting of two small boxes of tablets, one kind pink, sugar coated and ovoid in shape varying in number from four to six; the other white or very faintly pinkish, sugar coated and cylinder-shaped varying in number from seven to fourteen. By the same mail, a circular letter came giving directions as to the use of the "free treatment." This "letter" also was prepared in imitation of typewriting and the name of the individual to whom it was sent was filled in by means of a typewriter. All of the "proof treatments" seem to have been identical irrespective of the age or sex of the persons to whom they were sent or whether the recipients were suffering from consumption, rheumatism or malaria.

Within twenty-four hours of receiving the "free treatment" the patient had inflicted on him, unasked, a "full size treatment." This came in a cardboard box holding four small boxes numbered respectively, "1," "2," "3" and "4." The boxes were labeled as follows:

Box 1: "Prescription No. 16759. Directions: Take one tablet before or after the morning meal. Swallow with a little water."

Box 2: "Prescription No. 29408. Directions: Take one tablet before or after the noon meal. Swallow with a little water."

Box 3: "Prescription No. 30651. Directions: Take one tablet before or after the evening meal. Swallow with a little water."

Box 4: "No. 4039. Directions. Take one tablet at bedtime, or as often as necessary to insure about two movements of your bowels each day."

The tablets labeled Prescription No. "16759" that came in Box 1 are white or faintly pinkish, sugar coated, cylindrical-shaped tablets, apparently identical with part of the "free proof treatment."

The tablets in the box labeled Prescription No. "29408" were large, bright yellow, sugar-coated tablets.

The tablets in Box 3—Prescription No. "30651" were brown, uncoated tablets oval in shape.

The tablets in Box 4, labeled No. "4039" were apparently identical with the pink tablets that came with the "free proof treatment."

Photographic reproduction, reduced, of the "Special Free Proof Treatment and Diagnosis Certificate." This was one of the pieces of advertising claptrap used by the Dr. Jiroch Company to impress the ignorant. The evident intent was to make the recipient of these "certificates" imagine that he was receiving a special benefit from the company. The certificates were printed in various color combinations, the one reproduced above being in orange and purple. Each certificate bore what was apparently a serial number; as a matter of fact, all had the same number, "247."

ANALYSIS OF THE "TREATMENT"

A complete set of the "Dr. Jiroch Treatment" was subjected to examination in the Association's laboratory, and the chemists' findings may be briefly summarized as follows:

Box 1 (℞ 16759): These pinkish pills were found to contain licorice root, starch, some vegetable extractive and a trace of alkaloid, apparently strychnin.

Box 2 (℞ 29408): These yellow pills were found to have for their chief constituents, powdered licorice root and cornstarch with small quantities of vegetable extractive.

Box 3 (℞ 30651): These tablets, according to the chemists, were found to consist essentially of cornstarch and extract of nuxvomica. Quantitative analysis indicated that the total alkaloidal content was equivalent to about ⅓ grain of nux vomica in each tablet.

Box 4 (℞ 4039): These pink pills were found to consist essentially of starch and aloes, with a trace of strychnin. No other medicinal ingredient was found.

THE SLIDING PRICE SCALE

The same mail that brought the "full size treatment" also brought a circular letter—in imitation typewriting—supposed to contain a diagnosis of the patient's condition. These "diagnoses" were stock letters in which the name of the person addressed was filled in by means of a typewriter and two lines in the body of the letter purporting to be the "diagnosis" were also filled in. The victim was urged to send in $3 for this full-size treatment. If the request was ignored, the patient was bombarded with follow-up letters at

THIS GENEROUS TREATMENT AND ILLUSTRATED MEDICAL BOOK FREE
SUCCESS
HOW TO GET BACK YOUR HEALTH
THE GOOD HEALING THING YOU CAN HAVE
FREE TREATMENT
HONESTY KNOWLEDGE INTELLIGENCE
INDICATE YOUR SYMPTOMS HERE
for FREE DIAGNOSIS
If You Are Sick Let Me Help You
Just mark with a cross X in the coupon below any of the different symptoms you have and send it to me, and I will send you the Treatment Free so you may make a personal test of just what my medicine will do.
This Treatment Will Be Delivered By MAIL, POSTAGE PAID, Right to Your Own Door Without One Cent of Expense to You
SEND NO MONEY Simply put a cross X mark before the symptoms that you have, cut out the coupon, sign your name in full and complete address, and I will do the rest.
The Object of This Advertisement
To Prove My Claims I'll Send a Treatment Free to Test
I Want to Prove to Those People at My Own Expense That I Have the Real Remedies
The Vast Majority of Patients I Treat Are Those Who Have Failed With Other Treatments
Accept My Liberal Offer!
It Places You Under No Obligation Whatever to Me
CUT OUT AND MAIL THIS COUPON TODAY
FILL OUT THIS APPLICATION AND SEND IT TODAY
Dr. F. W. Jiroch, Dept. 1366 833-835 So. Wabash Ave., Chicago, Ill.

Greatly reduced facsimile of a typical Jiroch advertisement.

more or less regular intervals, each letter more insistent than its predecessor in urging that money be sent for the treatment. As a rule, the first three follow-up letters maintain the original price, $3; the fourth letter offered to accept $1.50 while the fifth letter came down to $1. If this last offer failed to elicit a reply, Jiroch, apparently, decided that this individual did not belong in the "sucker" class and dropped the name from his books.

We know of no instance in which the Jiroch Company voluntarily sent the four cents postage for the return of the $3 "treatment." This is not surprising as it would not be "good business" to expend four cents in postage for the return of pills worth less than four cents.

WHAT WERE THE DIAGNOSES WORTH?

We have said that the second letter from Jiroch to his prospective victim gave what purported to be a "diagnosis" of the patient's case. As a matter of fact, this diagnosis, so-called, was one that could have been made by the girl typists who filled it in on the imitation typewritten letters—and perhaps was. Did the person put crosses against "rheumatism," "indigestion" and "piles," Jiroch made a "diagnosis" that the person was suffering from rheumatism, indigestion and piles. This was the method by which these quacks cajoled their victims into believing that a physician had carefully studied their cases and diagnosed their ailments.

To show the worthlessness of Jiroch's "diagnoses," THE JOURNAL had "symptom blanks" sent to the company from various parts of the country and describing widely varying forms of ailments. In every instance, Jiroch sent the free trial treatment and followed it up immediately with his "full size treatment" together with a "diagnosis" letter detailing the very symptoms that had been sent in. The "full-size treatments" that were sent were all the same whether the supposed patient was suffering from consumption, rheumatism or Bright's disease.

One letter was sent from Virginia and a cross was put against the following list of symptoms:

"Spit up mucous and slime."
"Pain in the back."
"Heartburn and indigestion."
"Bowels irregular and constipated."
"Weak, nervous and trembling after slight exertion."

Back came the "diagnosis" letter which read:

"According to my diagnosis what you need to cure you completely is a thorough special treatment from the *Spitting up of Mucus, Pains and Soreness Across the Back, Poor Digestion, Constipation, Nervousness, Defective Elimination and Uric Acid Conditions.*"

The words that we have italicized are those that had been filled in on a typewriter. The "full-size treatment" sent in this case consisted of the four boxes containing the pills labeled respectively: Prescription Numbers "16759," "29408," "30651" and "4039"—price $3.

Another letter sent from a small town in Illinois had a cross placed against the following symptoms:

"Have sick headache."
"Heart trouble."
"Stomach trouble."
"Are depressed in spirits."
"Have twitching of the muscles."

The "diagnosis" letter to this supposititious patient read:

"According to my diagnosis what you need to cure you completely is a thorough special treatment for the *Headache, Poor Circulation, Stomach trouble, Depressed Spirits, Twitching Muscles, Defective elimination, and Uric Acid Conditions.*"

Here again the words we have italicized had been filled in with the typewriter—and the same boxes of pills were sent. Another symptom blank THE JOURNAL had mailed from a town in Ohio with crosses against the following:

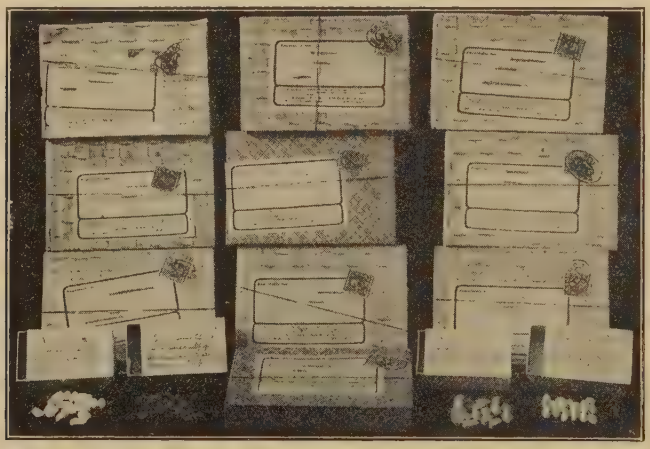
"Are troubled with catarrh."
"Have dizziness."
"Are depressed in spirits."
"Have too frequent desire to pass water."

Quack Jiroch "diagnosed" this case:

"According to my diagnosis what you need to cure you is a thorough special treatment for the *Catarrh, Dizziness, Depressed Spirits, Bladder Trouble, Defective Elimination and Uric Acid Conditions.*"

In this case, too, the recipient of the "diagnosis" got the same stock "full-size treatment"—Prescription Nos. 16759, 29408, 30651 and 4039—with the usual request for a remittance of $3.

From a city in Pennsylvania *The Journal* had a symptom blank sent in describing as well as is possible by mail a case of diabetes mellitus. The person sending it in stated explicitly that he had diabetes and also put crosses against the following:



In investigating the Jiroch fraud, THE JOURNAL accumulated several of the "full-size treatments" sent—unasked—to various hypothetical individuals. Here are ten of the "full size treatments," for which $3 each was asked—$30 worth. It would have cost the Jiroch Company 40 cents to have these medicines, for which they asked $30, returned, but the 40 cents was not sent. The reason? The $30 worth of pills were not worth 40 cents!

"Are losing flesh."
"Feel weak and all run down."
"Have itching or burning of skin."
"Have boils and pimples on face and on neck."
"Have too frequent desire to pass water."

Diagnosing by mail is, of course, an anomaly. The scientific value of a diagnosis of ailments in persons who have never been seen and whose symptoms are described by the persons themselves, is *nil.* Nevertheless if any conclusion at all could be reached regarding the hypothetical case just described, it must have been that the patient was suffering from diabetes mellitus. What did Jiroch say?

"According to my diagnosis what your case requires now is a thorough special treatment for the *Kidney Trouble, Itching Skin, Impure Blood, Nervousness, Headaches, Defective Elimination and Uric Acid Conditions.*"

And the treatment? The same "full-size treatment" sent to the sufferer from consumption, rheumatism, etc., that is, Boxes Nos. 1, 2, 3 and 4 (Prescriptions Nos. 16759, 29408, 30651 and 4039). Worse yet, the diabetic—in common with all others—was told:

"For your case I would advise a mixed diet."

A "mixed diet" recommended to a supposititious diabetic to whom the starches in such articles as bread, biscuits, potatoes, etc., and sugars, sirups and sweets might, in the amounts ordinarily taken, be deadly! A mixed diet, indeed!

Other diagnoses just as worthless as those detailed above, could be given, but these are sufficient to make plain the worthlessness of the diagnosis and the fraudulence of the Jiroch "treatment." Yet the Jiroch concern said about Jiroch:

"I am a specialist and I do not have one remedy that cures everything . . . My special treatments are made up of my own private preparations perfected after years of successful practice."

One thing will be noticed regarding the fake diagnoses. No matter what other ailments the patients were supposed to have, they were all suffering—according to Jiroch—from "Defective Elimination and Uric Acid Conditions." Whether is was a case of consumption, kidney disease or "female trouble" every person whose case Jiroch professed to diagnose was a sufferer from "defective elimination and uric acid conditions."

The Post Office Stops the Fraud

The matter preceding represents the investigations made by THE JOURNAL some time ago. That which follows is taken largely from the memorandum of Assistant Attorney-General Lamar to the Postmaster-General recommending the issuance of a fraud order. Judge Lamar's report says, that after a thorough review of the evidence submitted with the report of the Post Office inspectors who investigated the Dr. Jiroch Company, he finds the facts to be as follows:

"The Dr. Jiroch Company and Dr. Jiroch are engaged in selling medicines through the mails. In order to obtain the names and addresses of persons to whom they may direct their solicitations, they advertise in newspapers and magazines having a general circulation throughout the United States."

THE CLAIMS MADE

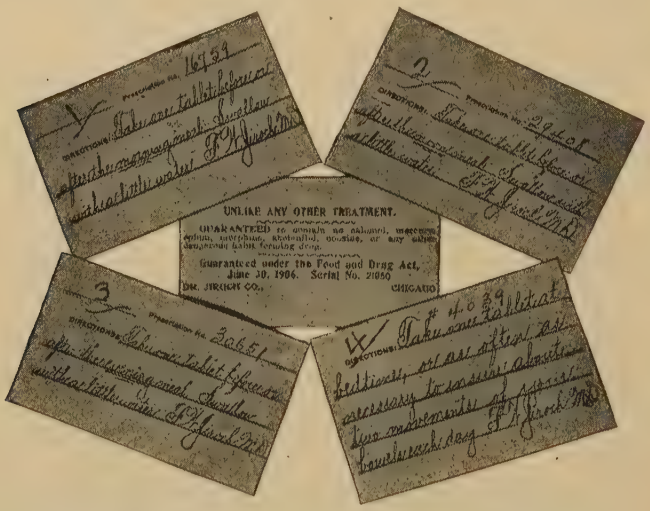
A typical advertisement is then presented, of which the Assistant Attorney-General says:

"It will be noted that the representations contained in this advertisement are calculated to lead the reader to believe, among other things, (*a*) that for the purposes stated Dr. Jiroch will give free to any one suffering from any of the symptoms described and responding to the advertisement a treatment for the permanent relief of the disease from which such person is suffering; (*b*) that this treatment will consist of special medicines adapted to the particular disease from which the applicant is suffering; (*c*) that Dr. Jiroch can and will diagnose and determine the disease from which the person so responding is suffering by means of the check marks placed before the symptoms set forth in the advertisement; and (*d*) that he can by this method cure kidney and bladder ailments, rheumatism, stomach, liver and bowel disorders, heart trouble, nervous weakness, catarrh and all other diseases arising from impure blood, uric acid conditions, etc."

SOME DIAGNOSES

Then follows the statement that those who answer the advertisements receive a stock letter, one of which was put in evidence, and with the letter the so-called free-proof treatment which was "the same in every case." The advent of the second letter was described and the letter itself put in evidence and the fact noted that the person who had answered the advertisement was sent, unasked, a "three-weeks' treatment," for which he was expected to send $3. Then the memorandum continues:

"In the investigation of this case, letters were written to the Dr. Jiroch Company by the inspectors under assumed names and asked treatment for the following conditions in turn: (1) 'Severe headaches for some time and no medicine will give me any but temporary relief,' (2) 'A bad cough that I have had for quite a while—am all the time hawking and spitting,' (3) 'Loss of sexual power,' (4) 'Simply will not make flesh—otherwise well,' (5) 'Too fat and bust lacks development,' and (6) 'Female troubles.' In each of these



Photographic facsimile of the labels on the four boxes sent to practically all those who filled out a "symptom blank" and sent it to the Dr. Jiroch Company. Whether suffering from rheumatism, diabetes, consumption, malaria or what not, the patient would receive the four boxes of pills labeled as shown above. The so-called individual treatment was a farce.

cases, except that numbered 5 above, the applicant was sent the correspondence quoted above, and the affection of the applicant was diagnosed as follows: (1) Headache, defective elimination and uric acid conditions; (2) cough, spitting up slime and mucus, defective elimination and uric acid conditions; (3) failing manhood, defective elimination and uric acid conditions; (4) being too thin, defective elimination and uric acid conditions, and (6) female trouble, defective elimination and uric acid conditions. In case numbered 5 the applicant was written a letter in which she was advised that the symptoms given by her were rather unusual in combination and asked to give further particulars. In reply the inspectors gave the following information: 'Thirty-one years old, 5 feet 5 inches high, weight 154 pounds, not much fat on my breasts, have been fleshy ever since I was a young girl, both parents dead, father small, mother fleshy, breasts always have been flat.' Thereon the respondents sent to the writer the same letters as were sent out in the other cases, diagnosing her affection as obesity."

HOW JIROCH GAVE "INDIVIDUAL TREATMENT"

Showing in tabular form some of the results obtained by THE JOURNAL in its endeavor to test the scientific value of the Jiroch company's methods

Letter Sent	To	"Diagnosis" Made by Jiroch.	Special, "Individual Treatment" Sent	Price Asked in Letters				
				1st	2nd	3rd	4th	5th
Dec., '11.....	J. D. G—— Wyoming	Debility and neurasthenia; kidney trouble; dizziness; poor digestion; defective elimination; uric acid conditions.	℞16759 ℞29408; ℞30651; ℞4039	$3.00	$3.00	$3.00	$1.50	$1.00
April, '12....	W. H. M—— Ohio	Catarrh; dizziness; depressed spirits; bladder trouble; defective elimination; uric acid conditions.	" "	"	"	"	"	"
April, '12....	T. S——— Minnesota	Rheumatism; sore joints and muscles; diarrhea; defective elimination; uric acid conditions.	" "	"	"	"	"	"
April, '12....	E. R. B—— Minnesota	Itching skin; stomach trouble; weak lungs; impaired appetite; defective elimination; uric acid conditions.	" "	"	"	"	"	"
Sept., '12....	C. H. F—— Minnesota	Stomach trouble; defective elimination; uric acid conditions.	" "	"	"	"	"	"
Oct., '12.....	F. L. C—— Illinois	Headaches; poor circulation; stomach trouble; depressed spirits; twitching muscles; defective elimination; uric acid conditions.	" "	"	"	"	"	"
Oct., '12.....	W. B. D—— Virginia	Spitting up mucus and slime; pains and soreness across back; poor digestion; constipation; defective elimination; uric acid conditions.	" "	"	"	"	"	"
Dec., '12.....	G. W. T—— Pennsylvania	Kidney trouble; itching skin; impure blood; nervousness; headaches; defective elimination; uric acid conditions.	" "	"	"	"	"	"

THE CLAIM OF INDIVIDUAL TREATMENT

The judge notes further:

"If a remittance is not received promptly in response to the letter accompanying the treatment for which a remittance of $3 is asked, other letters are sent the sufferer in which he or she is advised, among other things, that 'the treatment I sent you is exactly what you need,' that it 'was made up of my own private prescriptions, especially for your individual requirements,' that 'the treatment is a thorough one for every symptom and condition you described, and designed to cure you permanently,' and that 'I made a careful diagnosis of your symptoms and made up a treatment for the ailments you told me you wanted to be cured of.'

"The evidence also shows that, when a remittance is received and a report blank submitted, it is the practice of the respondents to advise the remitter that his case requires further treatment and to send him another supply of medicine for which they ask a remittance of $5, together with another report blank, on the receipt of which, filled out, they send him more medicine, and so on; and that the purpose of the representation that they have reserved for his use a free 'two-weeks' additional treatment' to be sent him after the receipt of his remittance of $3 and the report blank filled out is to give them an opportunity of sending him additional medicines for which they ask further remittances."

ONLY TWO PER CENT. ADMIT BENEFIT

Then Judge Lamar continues:

"I find from the evidence in this case that whether this treatment prescribed by the respondents is of value in any case where given in accordance with this system is entirely a matter of chance; and that this is well known to the respondents. That this is a fact is shown not only by the evidence above referred to, but also by the testimony of Inspector Angier, who conducted the investigation in this case. Inspector Angier wrote to a large number of patrons of the respondents, and only 2 per cent. of those who replied stated that they had been benefited by the treatment given to them. There are also a large number of complaints in the case, alleging dissatisfaction.

NINETY PER CENT. OF THE "DIAGNOSES" MADE BY CLERKS

"Inspector Angier also testified, and no evidence to the contrary was submitted by the respondents, that but about 10 per cent. of the coupons on which the diagnosis and treatment are predicated are considered by Dr. Jiroch. The rest of the blanks are handled by clerks, who place on them numbers indicating the disease from which the applicant for treatment is suffering; these numbers indicate the medicines to be sent and the names of diseases or symptoms to be filled in in the diagnosing letter by other clerks. The letters sent out, however, although forms, are printed in imitation of typewriting and bear the signature of Dr. Jiroch in facsimile of handwriting."

A SUMMARY

In summing up, Judge Lamar says:

"From the evidence in this case it is clear, and I find, that the representations in the advertisements and circular matters of these respondents are false and fraudulent in that:

"1. Dr. Jiroch does not give free for advertising purposes a remedy for the permanent relief of disease; but on the contrary requires from persons who answer the advertisement a payment for the treatment which he prescribes.

"2. Dr. Jiroch does not intend to 'go over your other questions and symptoms and prepare my answer in full, and to pay careful attention to every phase of your trouble and write you fully in a day or so and tell you what else ought to be done to cure you completely,' as represented in the letter accom-

panying the free treatment, but intends to at that time send the addressee in a few days a form-letter made up by a clerk, together with certain medicines put together by a clerk, in accordance with the system followed in the conduct of this business.

"3. The free treatment does not consist of medicines adapted to the particular disease from which the applicant is suffering, but is in fact merely a tonic and laxative sent to all alike without regard to the particular symptoms of the individual case.

"4. The respondents cannot and do not determine the disease or affection from which the applicant for treatment is suffering by means of the marking of the symptoms set forth in the advertisement; and therefore cannot and do not prescribe medicines adapted to the cure or relief of the disease from which such applicant is suffering, unless by chance.

"5. The respondents do not know whether or not the applicant is curable, for they do not have sufficient information on which to determine this fact.

"6. The respondents cannot by this method cure kidney and bladder trouble, rheumatism, stomach, liver and bowel disorders, heart trouble, nervous weakness, catarrh and all other diseases arising from impure blood, uric acid conditions, etc.; but on the contrary this system is utterly impractical and any benefit resulting therefrom is due to chance.

"The postmaster at Chicago reports that the respondents receive approximately 275 pieces of first-class mail daily."

As a result, the Assistant Attorney-General for the Postmaster-General recommended the issuance of a fraud order which, as previously noted, was put in force, June 24, 1914.—(*From The Journal A. M. A., July 11, 1914.*)

L. A. JOHNSON, ALIAS "DR. GEORGE B. WILLIAMS" AND "THE ASSOCIATED DOCTORS"

Post Office Inspector M. R. Martin of the St. Louis Division submitted evidence to the solicitor of the Post Office Department showing conclusively that L. A. Johnson was conducting a scheme for obtaining money through the mails by fraud. Johnson, it seems, is an ignorant negro about 35 years old who located at Lake Village, Ark., last November and has been operating ever since under the names "Dr. George B. Williams," "Dr. L. A. J. Johnson" and "The Associated Doctors." He has been twice prosecuted and fined in the local courts for practicing medicine without a license but after paying his fines continued his operations. In April Johnson was arrested on the charge of using the mails to defraud and was held under $500 bail to await the action of the United States grand jury at the October term of court. Johnson did not furnish bail and is held in the Pulaski County jail at Little Rock. His victims were mostly negroes to whom Johnson sent a circular telling of his alleged supernatural and superhuman powers describing himself as a "man of wonder" and a "revealer and controller of many things spiritual and material" alleging further that he was "born of a blessed mother" and "received the gift from Heaven according to the will of God," ending up with the claim that he would cure anything "you were not born with." Johnson modestly describes himself thus:

"Dr. L. A. J. Johnson, I. N. S. W. B. A., Master of Sixth and Seventh Book of Moses, Chiropractic, Phrenology, Philosophy, Anatomy, Telepathic Mentalist, Pathology, Chemistry, Spirit Binding; American University of Kiropractic, Osteology, Arthrology, Neurology, Myology, Angiology, Splanchnology; Treatment of all kinds of diseases with the Hand, Mind and Herbs. Cure absolutely guaranteed or no pay. I Can Help You in all Things."

Judge W. H. Lamar, Solicitor of the Post Office Department in his memorandum to the Postmaster-General said, in part:

"It will be noted from this circular that Johnson claims he is possessed of superhuman and supernatural knowledge and that he can cure anything 'you were not born with'; that he had accomplished wonders in hospitals, homes and courts, having practiced in Central America, West India, Cuba and Canada. The wording is so framed as to appeal to the superstition and ignorance of certain of the colored race. The falsity and absurdity of the pretensions and representations appearing therein are too apparent to require refutation. Although the circular sets out that if no cure is effected there will be no charge it has been ascertained that Johnson will not take up a case unless an advance fee of from $10 to $15 is paid."

Johnson admitted, when under oath, that, although posing as a doctor, he had never been granted a license to practice medicine in any state, that he had never attended any kind of a school except a country public school when a boy, that there was no meaning to a number of the abbreviations and phrases used in his circular but that he employed them for the purpose of giving a savor of mystery which the negroes did not understand. Johnson received mail and cashed money orders under both the names Williams and Johnson and as it seemed probable that he would be successful in furnishing bail and thereby secure his release from jail it was likely that he would continue his fraudulent practices. The amount of money filched from credulous negroes through the operation of this scheme is estimated at $1,000. On May 20, 1918, a fraud order was issued against Johnson closing the mails to him.—(*From The Journal A. M. A., Aug. 17, 1918.*)

J. W. KIDD

"Dr. James W. Kidd, who has been the head of the physicians' staff at the Kidd Medical Company since that concern has been in business, has taken a nine-year lease on the Orpheum Theater at Muscatine, Iowa. . . . Dr. Kidd . . . will open the theater on March 1st as a standard, high-class vaudeville theater.

"Dr. Kidd's departure from the city is brought about by the fact that the Kidd Medical Company is gradually going out of business. The typewriters owned by the concern, which number several hundred, are now being sold and the force has been greatly cut down in the past few months. . . .

"It is said that W. M. Griffin, the head of the concern, has not yet decided what to do with the company's big building on Fairfield Avenue."

The matter quoted above appeared in the Ft. Wayne (Ind.) *News* of Feb. 26, 1914. For some years Ft. Wayne, Ind., had its postal receipts enormously augmented by the activities of one W. M. Griffin of that city. These same activities, incidentally, gave Ft. Wayne an unenviable reputation as the home of some of the most impudent pieces of mail-order quackery in the world.

Griffin originally took over what was known as the Davis Medical Company, of which J. W. Kidd, M.D., was "medical director." The name of the company was changed to the "Dr. J. W. Kidd Company," which did a medical mail-order business, treating, it seems, anything from corns to consumption. Kidd remained as an employee of Griffin.

In addition to the "Dr. Kidd" concern Griffin also conducted a wagon-peddling business in various parts of the country. As the Kidd business prospered, Griffin extended his mail-order operations. The "Dr. Bertha C. Day Company" of Ft. Wayne (see index) made a "specialty" of the treatment of "diseases of women." The "Ovelmo Company," also of Fort Wayne, sold on the mail-order plan, a "cure" for skin diseases. Companies almost identical with the Day concern were opened in San Francisco and Atlanta, under the names, respectively, of the "Woman's Remedy Company" and the "Atlanta Remedy Company" (see index). The quackishness of the "Dr. Bertha C. Day Company" was exposed in THE JOURNAL of the American Medical Association, April 1, 1911. Following this exposure the name of the company was changed to the "Woman's Health Institute."

Finally, the federal authorities took action. In a Memorandum from the Assistant Attorney General to the Postmaster-General dated March 4, 1914, we read that the "J. W. Kidd Co." and the "Woman's Health Institute" were "charged with conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises" and those in charge were called on to show cause why a fraud order should not be issued against the concerns. They appeared by attorney and were given an extended hearing. "The charges," said the memorandum, "were fully sustained by the evidence" and it was clearly established that the businesses were frauds. Unquestionably, a fraud order would have been issued were it not for the fact

The Remedy Is Free to All Who Send Name and Address.

After years of patient study, and delving into the dusty record of the past, as well as following modern experiments in the realms of medical science, Dr. James W. Kidd, 1605 First National Bank building, Fort Wayne, Ind., makes the startling announcement that he has surely

DR. JAMES WILLIAM KIDD.

disco ered the elixir of life. That he is able with the aid of a mysterious compound, known only to himself, produced as a result of the years he has spent in searching for this precious life-giving boon, to cure any and every disease that is known to the human body. There is no doubt of the doctor's earnestness in making his claims and the remarkable cures that he daily effecting seems to bear him out very strongly. His theory which he advances in one for reason and based on sound experience in a medical practice of many years. It costs nothing to try his remarkable Elixir of Life," as he calls it, for he sends it free to anyone who is a sufferer, in sufficient

James W. Kidd advertising, old and new. The "Dr. James William Kidd" picture on the left is a reproduction from an advertisement published in 1901 telling of the "Marvelous Elixir of Life Discovered by Famous Doctor-Scientist that Cures Every Known Ailment." The "Dr. James W. Kidd" picture on the right is a reproduction from Kidd's 1920 advertising. If baldness is an ailment, the "Famous Doctor-Scientist" has, presumably, lost the secret of his "Marvelous Elixir."

that it appeared "that pending the hearing and on the advice of counsel, the respondents had absolutely discontinued business at Ft. Wayne, Ind., at Atlanta, Ga., and at San Francisco, Cal., and had taken steps to dissolve the corporations and had instructed the Postmaster-General at Ft. Wayne to treat the mail received by him addressed to them as 'refused.'" The Assistant Attorney Gen-

eral declared that "there appears to be no reason to doubt that the business in question has been in good faith discontinued and will not be resumed or any similar business conducted by those parties in the future."

In this connection it may be of interest to state that a concern that makes a business of buying and selling letters that are received in reply to newspaper advertising notified its customers in 1915 that it had over one million "Dr. Kidd Company" letters and over three hundred thousand "Woman's Health Institute" letters for rental purposes. As this firm put it:

"We take pleasure in offering you for copy 1,044,108 Dr. Kidd Co., first reply letters, dates of 1907-1913 and January, 1914, inclusive; 330,931 Woman's Health Institute first reply letters from newspaper advertising, dates of 1909-1913 and January, 1914, inclusive."

These letters the concern had assorted by the nationalities of those who wrote them as follows:

American	904 202	Finnish	31,520
German-American	37,282	English	60,300
German	18,750	Spanish	78,700
Italian-American	7,808	Polish	16.816
Italian	11,752	Bohemian	6,589
Swedish-American	19,014	French	862
Swedish	47,003	English-Canadian	6,575
Norwegian-American	19,955	French-Canadian	1,285
Finnish-American	23,198		

After two or three years of experience in the theatrical business J. W. Kidd seems to have returned from Muscatine, Iowa, to his old stamping ground at Fort Wayne. Now (1920) Kidd has a medical mail-order concern of his own, operated under the name of "Dr. James W. Kidd." Apparently, Kidd purchases "sucker lists" from concerns that make it a business to buy and sell the names of individuals who have answered medical advertisements. Possibly he has the lists of the dupes that wrote in to the old "Dr. J. W. Kidd Company."

To those whose names he admits he has "obtained and selected" from "various sources" Dr. Kidd writes that he wishes "to give away absolutely free 10,000 introductory treatments to sick and afflicted people, to the most prominent people in each community." Those who answer this "come-on" letter receive a book entitled "Good Health" and, in addition, an "Introductory Treatment" consisting of a variegated collection of tablets. The prospective purchaser is told that the "regular course of treatment" will contain, in addition to the tablets that have been sent free, a "liberal supply" of some other medicaments and that the cost will be $5.50. If the bait does not catch, the inevitable series of follow-up letters come at fairly regular intervals with the equally inevitable reduction in price.

In addition to Dr. Kidd's twelve "Home Treatments" which constitute—according to him—the "dawn of a new day in the treatment of chronic disease," he also has three "specialties" known respectively as "Tone-Uppo," "Dr. Kidd's Pink Laxative" and "Dr. Kidd's Eye Drops."

LAST CHANCE MEDICINE COMPANY

C. Frank Jones, a negro who kept a small drug store at Birmingham, Ala., did business under the names "The Last Chance Medicine Company" and "Dr. C. Frank Jones." Jones was without any medical education or training but held himself up to the public as a physician skilled in the diagnosis and treatment of disease and promised a cure to all who took his treatment. At the time Judge Lamar submitted his memorandum to the Postmaster-General

recommending that Jones be denied the use of the United States mails, Jones was in the Birmingham city jail serving a sentence of ninety days following his conviction for practicing medicine without a license. In his memorandum Judge Lamar says:

"When his establishment was raided by the city authorities a number of letters from negroes requesting treatment for various ills were found bearing on the envelopes notations showing the amounts requested to be sent in payment for the treatment. A very lengthy symptom blank similar to that employed by the ordinary medical mail-order fake in which a great number of questions are asked is used by him in furtherance of the scheme. It has been repeatedly testified before this office by experts in the science of the treatment of disease that physicians of knowledge and experience cannot determine from the answers to such questions the nature of the trouble from which the patient is suffering or the cause thereof, but Jones, who has no such knowledge or experience, attempts to and does by false pretenses made to persons through the mails convince them that he is a skilled physician fully capable of determining the trouble from which they are suffering and is able to and will give to them a rational and effective remedy for such trouble. All the representations including the pretentious symptom blank are typical specimens of the literature employed by the usual mail order fraud and are used by him for the purpose of inducing persons who are sick or believe themselves to be sick to part with their money in payment for a treatment which the evidence fully shows and which he is well aware is without efficacy in giving them relief or restoring them to health.

"The evidence in the case is so conclusive of the fraud practiced that it was deemed unnecessary to issue a citation to show cause before recommending the issuance of a fraud order."

The mails were closed to Jones, May 29, 1918.—(*From The Journal A. M. A., Aug. 17, 1918.*)

THE MILLER MEDICINE COMPANY

Under the title, "Medicine Man Quits With $1,000,000," the Brazil (Ind.) *News* for August 5 prints a news item that will interest many JOURNAL readers. Here it is:

> "KOKOMO, *August 5.*—The Cora B. Miller Medicine Company, known over the country because of its extensive magazine advertisements of a cure for the complaints of women, today discharged its small army of stenographers and other employees and then closed its doors to business. The closing came as the result of a fraud order issued recently by the Postoffice Department, which denied the use of the mails to the circular advertising matter of the company.
>
> "According to Dr. Frank Miller, who started the business twenty-five years ago, when he was practically penniless, the company will never again do business. Miller is now worth from $900,000 to $1,000,000.
>
> "For the first twenty years of the business, there was no interruption, and the money poured into the coffers of the company from women of the country. Four years ago, however, the government took exception to the use of the name Cora B. Miller in connection with the advertising, inasmuch as Mrs. Miller had no connection with the company, and the firm was forced to change names.
>
> "The change marked a turning point in the affairs of the company, and when recently the government brought a fraud order against the company, Miller decided to quit the business. Miller is the largest holder of real estate in Kokomo."

Readers of THE JOURNAL will remember the Cora B. Miller fraud which was exposed in the Propaganda department July 23, 1910, and the matter reprinted and widely circulated in pamphlet form. The newspaper quoted above credits the failure of the Miller concern to the fact that the federal authorities caused it to change its name from "Mrs. Cora B. Miller" to "Miller Medicine Company." That this change probably had something to do with the decline of the

business is doubtless true. Another agency, however, has been at work, and tended to make the Miller fraud less profitable. A good many thousand reprints of THE JOURNAL'S exposé have been circulated. The public generally, and especially the feminine part of it, has been wholesomely awakened to the wretched swindles that have been, and still are, perpetrated on it by "patent medicine" fakers. The American Medical Association, therefore, may certainly take some of the credit for bringing about the consummation that resulted in Miller retiring from his fraudulent trade. And here we have one more explanation of the fact that certain individuals froth at the mouth whenever the American Medical Association and THE JOURNAL are mentioned.—(*Editorial from The Journal A. M. A., Aug. 21, 1915.*)

NEW LIFE REMEDY COMPANY

Joseph H. Pilson conducted a mail-order business under such names as "New Life Remedy Company," "Mail-Order Supply Company," "Vital Fire Remedy Company" and "M. J. Moore, Secretary." These concerns were conducted from 1416 Broadway and 149 W. 35th St., New York City, and 273 Washington St., Jersey City, N. J. In November, 1917, Pilson was called on to show cause why a fraud order should not be issued against his businesses. In January, 1918, a written answer signed by Douglas D. T. Story, attorney for Pilson, was made to the charges, but neither Pilson nor his attorney appeared at the hearing. With the answer were submitted six testimonial letters, three addressed to the "New Life Remedy Company" and three to the "Vital Fire Remedy Company" together with copies of the booklets used in the conduct of the business and an affidavit giving the formula for one of the preparations sold in furtherance of the scheme, also Lilly's Catalogue, 1916-17, containing similar formulas. Judge Lamar, Solicitor of the Post Office Department, in recommending the issuance of a fraud order, gave the facts in the case, in part, as follows:

"The business done by Pilson under the above names consists of the sale of a certain mixture of drugs represented to restore lost manhood, and the sale of another mixture of drugs which he represents in effect will cause abortion in pregnant women. Relying on these representations numbers of men and women make remittances to him in payment for these so-called remedies. Pilson is not a physician and is not capable of diagnosing and treating the diseases and conditions which he claims his treatment will cure. The medicine furnished by him to persons who make remittances is compounded by manufacturing chemists and sold to him in large quantities. The business has been conducted by respondent for a number of years under these various names, with slight modifications of the representations employed but without material change in substance or effect. In his alleged cure for lost manhood the same mixture of drugs has been used throughout, whether called 'Vital Fire Pills' or 'New Force Tablets.'"

It was shown that Pilson in selling his "Vital Fire" and "New Force Tablets" did not hesitate to furnish his remedies to men suffering from nervous debility or loss of sexual power regardless of the cause thereof or the condition of the patient and regardless also of the age of the person. The memorandum pointed out that the falsity of Pilson's representations were not only shown by the evidence but were clearly apparent. It emphasized further the fact that the condition known as "lost manhood" may arise from many causes any of which may require different treatment. Pilson's treatment did not vary and, no matter what might be the cause of the disease or the condition of the patient, the same stock preparation was used indiscriminately under the positive assurance that it would cure.

The preparation sold by Pilson under the virtual representation that it would cause abortion in pregnant women was known as "Compound Pills of Tansy." Pilson, in his answer to the government's charges, declared that he never represented that his preparation would cause abortion, but the government had in its possession letters following a test correspondence showing that Pilson was willing to furnish, for a consideration, pills for the purpose of causing abortion. Judge Lamar called attention to the further fact that in March, 1915, Pilson was convicted and sentenced to a term of six months in the Blackwell's Island penitentiary on an indictment charging him with the fraudulent use of the mails. An appeal was taken and nearly three years afterward (February, 1918) the judgment of the lower courts was affirmed and the conviction sustained. Pilson's scheme was declared to be one for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. A fraud order was issued, March 29, 1918.—(*From The Journal A. M. A., Aug. 31, 1918.*)

NEW YORK INSTITUTE OF PHYSICIANS AND SURGEONS

The New York Institute of Physicians and Surgeons of Rochester, N. Y., made a business of advertising through the newspapers and selling through the mails a medical treatment, which it called "Vitaopathy." Connected with the concern was one Thomas F. Adkin, its president and principal manager, Dr. L. B. Hawley, E. Virgil Neal and T. A. Pulver. Adkin represented that he was the originator and discoverer of the new and wonderful treatment, "vitaopathy," by the use of which he was able to effect miraculous cures. The vitaopathic treatment really consisted of medical treatment prescribed by physicians in the employ of the company, general directions for dieting, bathing, breathing, resting, etc., and, what was termed by Adkin, autosuggestion given in the form of a letter. The letter instructed the patient to concentrate all of his mental energies on the thought that he was going to be cured of his disease and to repeat certain phrases to that effect. It was shown, at the trial, that there was absolutely nothing new in this treatment nor anything of which Adkin could properly claim to be the discoverer and originator.

ADVERTISEMENTS IN THE FORM OF NEWS

The advertisements issued by the company in the newspapers appeared in the regular news form, many of them being labeled "special correspondence." It was intended, of course, to deceive the public into believing that Adkin's power and wonderful cures had attracted sufficient public attention to be reported at length in newspapers, when, in fact, the company was paying high prices for the advertisements.

THE "DISTINGUISHED SPECIALISTS"

At the hearing, Adkin was asked to give the names and salaries of the "distinguished specialists" and "most eminent physicians of modern times" who were employed by the company. He gave the following list, which he said was nearly correct:

Dr. Norton devoted the whole of his time to the work at a salary of $30.00 per week.
Dr. Curtis devoted the whole of his time at $25.00 per week.
Dr. East devoted half of his time to the work at $12.00 per week.
Dr. Kline devoted all of his time to the work at $20.00 per week.
Dr. Day received a percentage of the profits.

According to the *Adkin Vitaopathic Journal* sent out by the "Institute of Physicians and Surgeons" the following individuals composed the so-called "Resident Physicians":

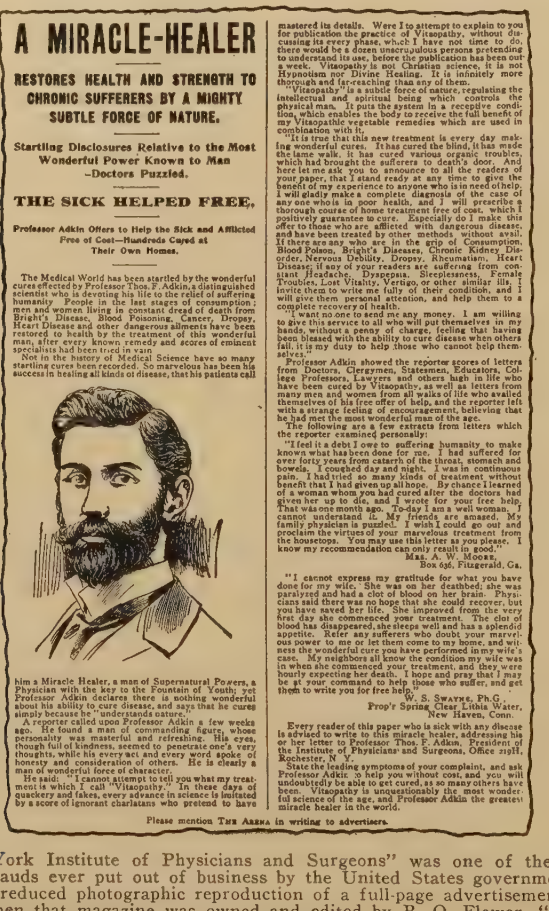
L. B. HAWLEY, M.D., of the Chicago Medical College and the New York Policlinic and Hospital.

W. H. CURTIS, M.D., Hahnemann Medical College, Philadelphia.

JOHN S. REED, M.D., College of Physicians and Surgeons, Cleveland, Ohio; post-graduate Edinburgh University and St. Bartholomew's Hospital, London; formerly chief-of-staff, Buffalo Hospital.

PROF. E. M. DAY, Manager of the "Personal Department."

PROF. EMIL KLEIN, graduate of the "Augusta Victoria Bad," Wiesbaden, Germany.



A MIRACLE-HEALER

RESTORES HEALTH AND STRENGTH TO CHRONIC SUFFERERS BY A MIGHTY SUBTLE FORCE OF NATURE.

Startling Disclosures Relative to the Most Wonderful Power Known to Man —Doctors Puzzled.

THE SICK HELPED FREE.

Professor Adkin Offers to Help the Sick and Afflicted Free of Cost—Hundreds Cured at Their Own Homes.

The Medical World has been startled by the wonderful cures effected by Professor Thos. F. Adkin, a distinguished scientist who is devoting his life to the relief of suffering humanity. People in the last stages of consumption; men and women living in constant dread of death from Bright's Disease, Blood Poisoning, Cancer, Dropsy, Heart Disease and other dangerous ailments have been restored to health by the treatment of this wonderful man, after every known remedy and scores of eminent specialists had been tried in vain.

Not in the history of Medical Science have so many startling cures been recorded. So marvelous has been his success in healing all kinds of disease, that his patients call him a Miracle Healer, a man of Supernatural Powers, a Physician with the key to the Fountain of Youth; yet Professor Adkin declares there is nothing wonderful about his ability to cure disease, and says that he cures simply because he "understands nature."

A reporter called upon Professor Adkin a few weeks ago. He found a man of commanding figure, whose personality was masterful and refreshing. His eyes, though full of kindness, seemed to penetrate one's very thoughts, while his every act and every word spoke of honesty and consideration of others. He is clearly a man of wonderful force of character.

He said: "I cannot attempt to tell you what my treatment is which I call 'Vitaopathy.' In these days of quackery and fakes, every advance in science is imitated by a score of ignorant charlatans who pretend to have mastered its details. Were I to attempt to explain to you for publication the practice of Vitaopathy, without discussing its every phase, which I have not time to do, there would be a dozen unscrupulous persons pretending to understand its use, before the publication has been out a week. Vitaopathy is not Christian science, it is not Hypnotism nor Divine Healing. It is infinitely more thorough and far-reaching than any of them.

"Vitaopathy" is a subtle force of nature, regulating the intellectual and spiritual being which controls the physical man. It puts the system in a receptive condition, which enables the body to receive the full benefit of my Vitaopathic vegetable remedies which are used in combination with it.

"It is true that this new treatment is every day making wonderful cures. It has cured the blind, it has made the lame walk. It has cured various organic troubles, which had brought the sufferers to death's door. And here let me ask you to announce to all the readers of your paper, that I stand ready at any time to give the benefit of my experience to anyone who is in need of help. I will gladly make a complete diagnosis of the case of any one who is in poor health, and I will prescribe a thorough course of home treatment free of cost, which I positively guarantee to cure. Especially do I make this offer to those who are afflicted with dangerous disease, and have been treated by other methods without avail. If there are any who are in the grip of Consumption, Blood Poison, Bright's Diseases, Chronic Kidney Disorder, Nervous Debility, Dropsy, Rheumatism, Heart Disease; if any of your readers are suffering from constant Headache, Dyspepsia, Sleeplessness, Female Troubles, Lost Vitality, Vertigo, or other similar ills, I invite them to write me fully of their condition, and I will give them personal attention, and help them to a complete recovery of health.

"I want no one to send me any money. I am willing to give this service to all who will put themselves in my hands, without a penny of charge, feeling that having been blessed with the ability to cure disease, and others fail, it is my duty to help those who cannot help themselves."

Professor Adkin showed the reporter scores of letters from Doctors, Clergymen, Statesmen, Educators, College Professors, Lawyers and others high in life who have been cured by Vitaopathy, as well as letters from many men and women from all walks of life who availed themselves of his free offer of help, and the reporter left with a strange feeling of encouragement, believing that he had met the most wonderful man of the age.

The following are a few extracts from letters which the reporter examined personally:

"I feel it a debt I owe to suffering humanity to make known what has been done for me. I had suffered for over forty years from catarrh of the throat, stomach and bowels. I coughed day and night. I was in continuous pain. I had tried so many kinds of treatment without benefit that I had given up all hope. By chance I learned of a woman whom you had cured after the doctors had given her up to die, and I wrote for your free help. That was one month ago. To-day I am a well woman. I cannot understand it. My friends are amazed. My family physician is puzzled. I wish I could go out and proclaim the virtues of your marvelous treatment from the housetops. You may use this letter as you please. I know my recommendation can only result in good."

MRS. A. W. MOORE,
Box 656, Fitzgerald, Ga.

"I cannot express my gratitude for what you have done for my wife. She was on her deathbed; she was paralyzed and had a clot of blood on her brain. Physicians said there was no hope that she could recover, but you have saved her life. She improved from the very first day she commenced your treatment. The clot of blood has disappeared, she sleeps well and has a splendid appetite. Refer any sufferers who doubt your marvelous power to me or let them come to my home, and witness the wonderful cure you have performed in my wife's case. My neighbors all know the condition my wife was in when she commenced your treatment, and they were hourly expecting her death. I hope and pray that I may be at your command to help those who suffer, and get them to write you for free help."

W. S. SWAYNE, Ph.G.
Prop'r Spring Clear Lithia Water,
New Haven, Conn.

Every reader of this paper who is sick with any disease is advised to write to this miracle healer, addressing his or her letter to Professor Thos. F. Adkin, President of the Institute of Physicians and Surgeons, Office 2191H, Rochester, N. Y.

State the leading symptoms of your complaint, and ask Professor Adkin to help you without cost, and you will undoubtedly be able to get cured, as so many others have been. Vitaopathy is unquestionably the most wonderful science of the age, and Professor Adkin the greatest miracle healer in the world.

Please mention THE ARENA in writing to advertisers.

The "New York Institute of Physicians and Surgeons" was one of the most heartless and impudent frauds ever put out of business by the United States government. The above illustration is a reduced photographic reproduction of a full-page advertisement that appeared in the *Arena* when that magazine was owned and edited by B. O. Flower, "founder" of the egregious "National League for Medical Freedom."

The names of those comprising the "Consulting Board" of this fraud were given as:

S. DUTTON WHITNEY, M.D., Diseases of Stomach, Liver and Kidneys.
EUGENE HUNT, A.B., M.D., Diseases of the Nervous System.

G. S. Lincoln, M.D., Diseases of Nervous System.
H. G. Doane, M.D., Diseases of Skin, Heart and Lung.
Rudolph Mielke, M.D., Diseases of Men.
P. W. Erdtmann, M.D., Diseases of Women.
Marie Norton, M.D., Diseases of Women.
D. A. Dobie, M.D., Diseases of Eye, Ear, Nose and Throat.
E. H. Pollock, M.D., Mental Diseases.
F. W. Winter, M.D., Diseases of Heart.
A. W. Jackson, M.D., Morphin, Liquor and other Habits.
W. Edward Young, M.D., Diseases of Blood and Skin.
H. C. Abel, M.D., Cancers.
C. F. Drake, M.D., Sexual Diseases of Men.
J. W. Horter, M.D., Nose and Throat.
Edward B. Herrick, M.D., Chronic Diseases.
W. W. Hadley, M.D., Diseases of Kidney and Bladder.
Thomas F. Adkin, President.
A. J. Barber, General Manager.

In addition to the list given above the following men were said to have been on the "staff" of the "institute":

P. T. C. Campbell, M.D.
Prof. G. E. Newman, Jr.
A. W. Jackson, M.D.
Prof. Chas. B. Westover.

It was shown that the company's representations relative to the "staff of eminent specialists" were false and fraudulent. The largest salaried doctor in the employ of the institute received only $1,560 a year and so-called specialists got $60 per year. One of these "specialists," whose name has been given—E. B. Herrick—had previously operated a medical company of his own until it was put out of business by the Post Office Department. While Herrick was employed by Adkin as an "eminent specialist" in rheumatism, he had run his own medical company on the representation that he was a "specialist" in "venereal diseases."

Like most companies of this sort, this concern purchased its medicine, which consisted of tablets, from manufacturing pharmaceutical houses; in this case from Parke, Davis & Co. and Payne & Co. On account of the fraud on which this concern was founded, the use of the mails was denied to it, July 21, 1905.

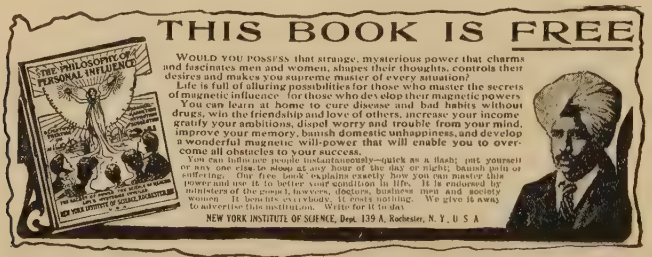
NEW YORK INSTITUTE OF SCIENCE

The New York Institute of Science of Rochester, N. Y., is said to have mulcted the public to the extent of $1,500,000. Briefly, the scheme was to advertise that a free book would be sent to all those interested, explaining how "magnetic influence" and "hypnotic power" might be attained. Those answering the advertisement received a pamphlet describing the alleged "course of study" given by the New York Institute of Science. It contained a list of names of those alleged to be members of the faculty of the "institute." Actually there was no faculty, the names given being either fictitious or those of clerks employed by this fraudulent concern. When cited to show cause why a fraud order should not be issued against it, continuances were granted at the request of the concern's attorney, John J. Vause, and the case was not finally heard until Nov. 17 to 20, 1913. Mr. Vause, by the way, also appeared as attorney for two other frauds, the Cartilage Company and the Okola Laboratory. But the story is well told in the memorandum of the Assistant Attorney-General to the Postmaster-General recommending the issuance of a fraud order. Part of the memorandum follows:

"The New York Institute of Science was incorporated under the laws of the state of New York, Sept. 9, 1899, by X. La Motte Sage, whose true name

is E. Virgil Neal, T. F. Adkin, M. N. Adkin, M. H. Neal and B. Hurd. On Jan. 29, 1913, a statement of voluntary dissolution was filed, but prior to that date, that is on Nov. 27, 1912, Charles S. Clark, E. J. MacNamara and K. A. McCormick were incorporated under the laws of the state of Virginia to conduct this same business, under the same name, and at the same place, Rochester, N. Y.

"It is established that X. La Motte Sage, the original president of the concern, has not been connected with it since 1902, and T. F. Adkin, who, it is interesting to note, was the president of the New York Institute of Physicians and Surgeons, against which a fraud order was issued on Aug. 2, 1905, makes affidavit under date of Jan. 10, 1913, that he is not connected with the respondent company. Charles S. Clark has been connected with the business for many years as vice president and general manager, and in the Virginia articles of incorporation he is named as president, E. J. MacNamara, vice president, and K. A. McCormick, secretary and treasurer, these three parties being also the incorporators of the Okola Laboratory, the business of which was conducted in the same building, and against which you issued a fraud order on Feb. 16, 1914.


THIS BOOK IS FREE
THE PHILOSOPHY OF PERSONAL INFLUENCE
Would you possess that strange, mysterious power that charms and fascinates men and women, shapes their thoughts, controls their desires and makes you supreme master of every situation?
Life is full of alluring possibilities for those who master the secrets of magnetic influence—for those who develop their magnetic powers.
You can learn at home to cure disease and bad habits without drugs, win the friendship and love of others, increase your income gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will-power that will enable you to overcome all obstacles to your success.
You can influence people instantaneously—quick as a flash; just yourself or any one else to sleep at any hour of the day or night; banish pain or suffering. Our free book explains exactly how you can master this power and use it to better your condition in life. It is endorsed by ministers of the gospel, lawyers, doctors, business men and society women. It benefits everybody, it costs nothing. We give 16 reasons to advertise this institution. Write for it to-day.
NEW YORK INSTITUTE OF SCIENCE, Dept. 139 A, Rochester, N. Y. U. S. A.

A photographic reproduction of a typical advertisement put out by the New York Institute of Science. This alleged course in hypnotism was sold under the claim: "You can learn at home to cure diseases and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will power that will enable you to overcome all obstacles to your success."

"Evidence in the case is to the effect that one of the publications used by the concern, bearing the title 'Vitaopathy' and written by Thomas F. Adkin, is practically the same as the course on 'Vitaology' used in connection with the business of the New York Institute of Physicians and Surgeons, of which Adkin, as stated above, was president. Other publications used are 'Magnetic Healing' by Thomas F. Adkin, 'Personal Magnetism' by Paul Weller, and a Course in Hypnotism by X. La Motte Sage. The mails were also closed against the circulation of these publications by means of the fraud order of 1905 against the New York Institute of Physicians and Surgeons. In promoting the business of the last named concern prominence was given to the course in 'Vitaology' or 'Vitaopathy,' the course in hypnotism being subordinated, whereas in the business of the New York Institute of Science prominence is given to the Sage course of hypnotism, 'Vitaopathy' being secondary."

Assistant Attorney-General Lamar then describes in detail some of the advertisements by which the New York Institute of Science obtained its victims. A photographic reproduction of one of these advertisements accompanies this article, the wording of which follows:

"THIS BOOK IS FREE

"Would you possess that strange, mysterious power that charms and fascinates men and women, shapes their thoughts, controls their desires and makes you supreme master of every situation? Life is full of alluring possibilities for those who master the secrets of magnetic influence—for those who develop their magnetic powers. You can learn at home

to cure disease and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will-power that will enable you to overcome all obstacles to your success.

"You can influence people instantaneously—quick as a flash; put yourself or anyone else to sleep at any hour of the day or night; banish pain or suffering. Our free book explains exactly how you can master this power and use it to better your condition in life. It is endorsed by minister of the gospel, lawyers, doctors, business men and society women. It benefits everybody; it costs nothing. We give it away to advertise this institution. Write for it today.

DEPT. 181 B, NEW YORK INSTITUTE OF SCIENCE, ROCHESTER, N. Y.

Commenting on this advertisement, Judge Lamar points out that the "free book" referred to, far from being a scientific treatise, as the reader is led to believe, is merely an advertising pamphlet giving, among other things, what purports to be a list of the "faculty" of the New York Institute of Science. The "faculty" list follows:

"X. LA MOTTE SAGE, A.M., PH.D., LL.D., *President*.—Editor-in-Chief of the Correspondence Course, and Instructor in Personal Magnetism, Psychology, and in the use and development of the will-power as a factor in influencing people.

"CHARLES S. CLARK, M.A., *Vice-President and General Manager*.—Director of Correspondence Course of Instruction and Special Instructor in Psychology and Metaphysics, and the use and development of the will power.

"CHARLES B. WESTOVER.—Instructor in Suggestive Therapeutics, Vitaopathy, Hypnotism, Personal Magnetism and Telepathy, and the art of Giving Public Entertainments.

"WM. KELLER, M.D.—(Graduate St. Louis Medical College and Berlin University) Instructor in the Theory and Practice of Hypnotism as an agent in the cure of human diseases, and its use in Surgery and Dentistry.

"ALBERTA LEE.—Instructor in Magnetic Healing, and in the use of Hypnotism in the treatment of the Diseases of Women.

"OGLA HELENA SAGE.—Instructor in the Theory and Practice of Hypnotism and Suggestion in the Development of the Mental Faculties and the Correction of Evil Habits.

"PAUL WELLER.—General Manager of Correspondence.

"E. L. OTTNAT.—Manager Correspondence for United States and England.

"J. RONCA.—Manager Correspondence for France and Belgium.

"A. BOSCH.—Manager Correspondence for Germany and Austria.

"L. B. CINTRON.—Manager Correspondence for Spain and South America.

"A. SLUYTERS.—Manager Correspondence for Holland and Denmark.

"J. P. CARDUS.—Manager Correspondence for Portugal.

"L. F. RONCA.—Manager Correspondence for Italy.

"L. E. BROKMAN.—Manager, Russian Branch, Moscow, Russia.

"F. W. BARABAS.—Manager Correspondence for Hungary.

"JOHN SWANSON.—Manager Correspondence for Sweden.

"KUMAHEI KATSUBO.—Manager Correspondence for Japan.

"B. L. TRAUB.—Auditor.

"E. J. MACNAMARA.—Superintendent.

"M. O'MELIA.—Superintendent of Mails.

"W. HEBING.—Recorder of Matriculations.

"M. CHAMBERS.—Chief of Examination Department.

"J. DWORSKY.—Manager, Stenographic Department.

"K. A. MCCORMICK.—General Bookkeeper.

"C. BLUMBERG.—Assistant Bookkeeper.

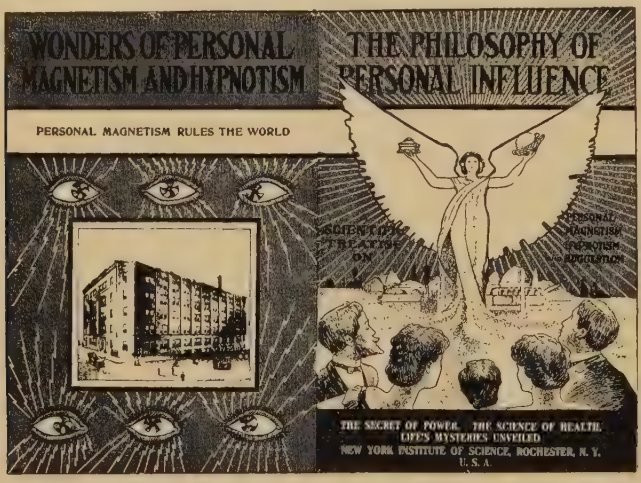
"E. BURTIS.—Cashier."

Then follows the Assistant Attorney-General's description of the method by which the New York Institute of Science attempted to deceive the public by giving the impression that X. La Motte Sage was a man of high educational rank. The memorandum further states that letters from various educators at Rochester, N. Y., show that the members of the "faculty" of the New York Institute of Science were unknown to them and that the "institute" itself had never been recognized by them as an institution of learning. It then continues:

"Embracing two pages of the booklet under the caption 'Endorsed by Colleges and Universities,' are what purport to be facsimiles of five letters on the letter-heads of institutions of learning, speaking in complimentary terms of Dr. X. La Motte Sage, dated in the years 1889, 1897 and 1898, in none of which is mention made of the New York Institute of Science, and necessarily so, as the corporation of that name was not organized until 1899.

"Another page in the booklet is devoted to what purport to be excerpts from different newspapers dated 1896, 1897, 1898, and all of which refer personally to Dr. Sage. Beneath these clippings the statement is made:

"We have testimonials and press clippings almost without number, all certifying to Dr. Sage's wonderful success. After the founding of the New York Institute of Science, Dr. Sage ceased to give public performances and to deliver lectures, and devoted his entire time to the interests of the institution and its pupils."


WONDERS OF PERSONAL MAGNETISM AND HYPNOTISM
PERSONAL MAGNETISM RULES THE WORLD
THE PHILOSOPHY OF PERSONAL INFLUENCE
THE SECRET OF POWER. THE SCIENCE OF HEALTH. LIFE'S MYSTERIES UNVEILED
NEW YORK INSTITUTE OF SCIENCE, ROCHESTER, N. Y. U. S. A.

Greatly reduced facsimile of the back and front covers of the "free booklet" sent out by the New York Institute of Science. In addition to many fraudulent claims, this booklet contained a list of the alleged "faculty" of the "Institute" made up largely of names of clerks employed by the concern.

"It is admitted by respondent 'that this institute has held out Dr. X. La Motte Sage as the president of same,' and in defense urges that 'this is not a material representation' and that 'the fact that whether Sage was or was not the president of the institute seems to be highly immaterial in view of the fact that the course of instruction was by correspondence.' An examination of the excerpts from the booklet set out above, however, and of the matter described in brief also appearing therein, shows that the so-called endorsements of colleges and the excerpts from newspapers relate to Dr. Sage personally, and are clearly depended on by respondent to lend an educational character to its business and to reflect credit on it, for the purpose of deceiving the unwary. Further, the representation is material in view of the pretense that 'students' can always write to Dr. Sage or any of his corps of professors and obtain their opinion on any question or difficulty.

"There is in fact no 'faculty' nor is this concern an 'Institute of Science.' It is in fact nothing but a mail-order scheme in which pamphlets and books are being sold under the false and fraudulent representations herein quoted. The persons represented as constituting the 'faculty' are in the main merely clerks and the officers of the corporation. It is significant that some of the names appearing in this alleged 'faculty' were connected with the Institute of Physicians and Surgeons against which a fraud order was issued several years

ago. It also appears from the evidence that X. La Motte Sage, whose true name is E. Virgil Neal, has not been connected with this concern for a number of years and further that a number of the members of the 'faculty' became associated with the respondent years after Sage had severed his connection therewith. Regardless of this fact the company continues to represent that Sage is the president of the 'Institute' and that his personal advice is available to 'students.' While Sage and Dr. Wharton and Rev. Paul Weller are purported to have written certain of the pamphlets used by this concern in instructing its pupils, as a matter of fact they are not connected with the 'Institute' and their advice is not available to the people who buy this course of instruction.

"The evidence shows that when a purchaser of the course of instructions sought the advice of the 'professors' invariably the particular professor named happened to be on 'an extended trip abroad.' The following excerpts from some letters from the company to pupils will serve as an illustration:

"Under date of Aug. 29, 1912.

" 'We regret that you received no reply to your recent letter to Dr. Wharton, who, we believe, at the time was preparing for an extended trip abroad, where he is still sojourning in quest of deeper research in occult science, and in the chaos usually attendant upon such a journey the doctor may have found it impossible to answer your letter. Since we are unable to state just when he may return we would advise that you do not defer taking this course in hypnotism and personal magnetism for you will find it most valuable.'

"Under date of April 4, 1913.

" 'We sincerely regret that Dr. Sage is taking an extended trip. Therefore we cannot consult with him at present regarding the photograph but will be pleased to ask him about this matter when he returns.'

"Under date of April 25, 1913.

" 'We regret to state that Reverend Paul Weller has taken an extended trip, therefore we take the liberty of writing in his place.'

The Assistant Attorney-General's memorandum then takes up, seriatim, a discussion of the various claims made by the New York Institute of Science and shows the absurdity and fraudulence of these claims. Most of them are quoted from a booklet sent out by the concern entitled "The Philosophy of Personal Influence." To quote:

"We will absolutely guarantee to teach you and put you in possession of the most valuable secrets known in all occult sciences."

To which Judge Lamar replies:

"This extravagant representation is on the same plane with the preceding and is calculated to give the impression that the purchasers will get something infinitely more valuable than the matter actually received."

Again:

" 'We teach you how to hypnotize people instantaneously, quick as a flash of lightning. These methods are a marvel to hypnotists and people everywhere. By-standers can hardly believe their own eyes. You cannot realize the rapidity and absolute certainty of these methods without actually seeing them tried. Dr. Sage has hypnotized hundreds of people in a twinkling of an eye and he tells you how he did it, giving you his wonderful secret processes, which have cost him years of study and hundreds of dollars in money.

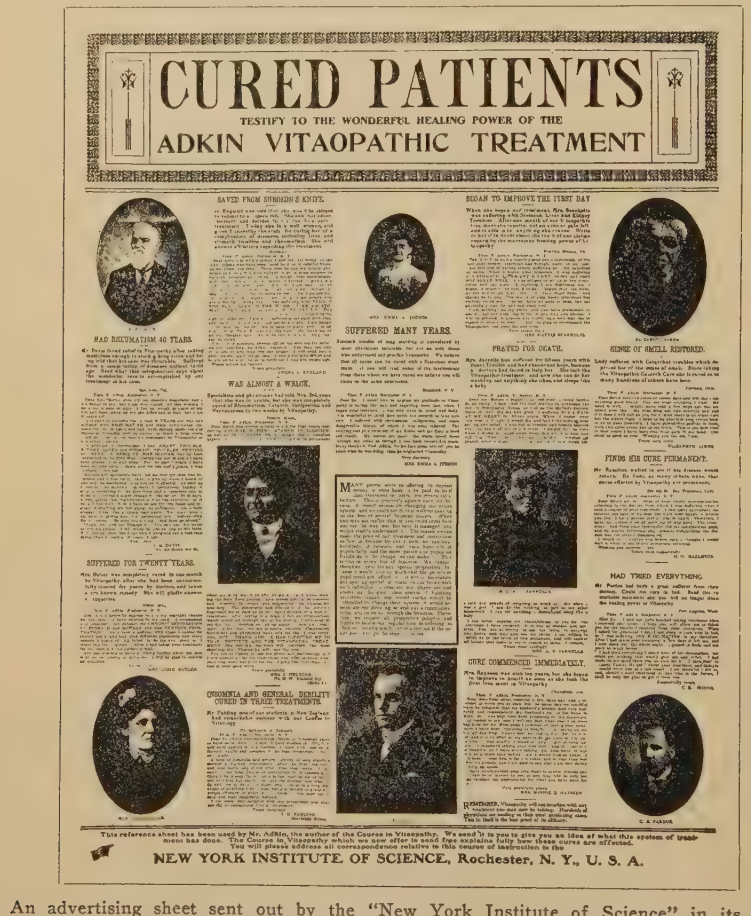
"Many persons do not believe it possible to hypnotize instantaneously, but Dr. Sage has demonstrated to thousands of people that this can actually be done. It was one of the many startling feats that he nightly performed in his tour throughout the United States. He always used for his marvelous test persons who were well known and highly respected in the city in which he was giving his entertainments, so there could be no doubt about the genuineness of what he did. We positively teach you so that you can hypnotize people quick as a flash. A word, a movement of the hand, and the whole work is done. You will

be astonished yourself at what you have accomplished. Many claim to have instantaneous methods, but their methods have never been publicly tested, or if tested they have been found to be failures. Make no mistake. If you want to be successful be sure to get the course that has been tried and proved to be good.

"We teach you how to hypnotize a person in his natural sleep so that he will awaken the next morning and never know that he has been hypnotized. He will not know what commands you have given him, still he will execute them, thinking they are his own ideas.

"We show you how to hypnotize yourself and awaken at any hour of the day or night you wish to awaken.

"We instruct you how to put people you have hypnotized under the control of some one else, who is not even a hypnotist."


CURED PATIENTS
TESTIFY TO THE WONDERFUL HEALING POWER OF THE
ADKIN VITAOPATHIC TREATMENT
HAD RHEUMATISM 40 YEARS.
SAVED FROM SURGEON'S KNIFE.
WAS ALMOST A WRECK.
SUFFERED FOR TWENTY YEARS.
INSOMNIA AND GENERAL DEBILITY CURED IN THREE TREATMENTS.
BEGAN TO IMPROVE THE FIRST DAY
SUFFERED MANY YEARS.
PRAYED FOR DEATH.
CURE COMMENCED IMMEDIATELY.
SENSE OF SMELL RESTORED.
FINDS HER CURE PERMANENT.
HAD THIRD EVERYTHING.
This reference sheet has been used by Mr. Adkin, the author of the Course in Vitaopathy. We send it to you to give you an idea of what this system of treatment has done. The Course in Vitaopathy which we now offer in send free explains fully how these cures are affected.
You will please address all correspondence relative to this course of instruction to the
NEW YORK INSTITUTE OF SCIENCE, Rochester, N. Y., U. S. A.

An advertising sheet sent out by the "New York Institute of Science" in its attempt to separate the credulous public from its money. The "institute" professed to give instruction in what it called the "Vitaopathic Treatment" of disease. This advertisement consisted of testimonials from persons alleged to have been cured by "Vitaopathy."

Of this the memorandum says:

"While the very extravagant nature of the promises made in the paragraphs under this number is in itself an indicia of fraud, it may be stated that the evidence clearly established, and respondent in his brief admitted, that it is not possible to hypnotize a person without his consent. The evidence also

showed that except in the case of a very well trained subject who has become accustomed to it by being practiced on many times it is not possible to hypnotize anyone instantaneously. The representations as to hypnotizing one in his natural sleep were also found to be misleading, the evidence being to the effect that in order to be hypnotized the subject would have to be in some degree conscious. The several other representations made, as to hypnotizing oneself and placing a subject under the control of another not a hypnotist were demonstrated by the evidence to be unwarranted."

"We show you how to extract a tooth or painlessly perform any surgical operation under hypnosis. We teach you how to relieve pain under any and all circumstances. We teach you how to hypnotize by telephone, telegraph or by mail. We explain the latest process of hypnotizing at a distance of 1,000 miles away and of awakening the subject at the same distance."

To which the government replies:

"The inducements here held out to prospective 'students' are undoubtedly with the full knowledge that they cannot be fulfilled and are set forth merely for the purpose of securing subscribers, and without intention of performance. The physicians testified that the course of instruction given by respondent would not enable one 'to relieve pain under any and all circumstances.' Again the fraudulent nature of these representations as to hypnotizing by telephone, telegraph or mail, and at a great distance is apparent from the fact that feats of this character could be accomplished, if at all, only with a trained subject."

"We give you instructions in regard to treating diseases that will make you $10 to $25 per day as long as you live."

Says the memorandum:

"This representation is made with a reckless disregard of the truth that characterizes all this concern's literature, and is palpably false, without basis of justification, and simply used as a means of securing 'students.' It is superfluous to state that respondent was unable to point to any of its 'students' as earning the income stated in the manner mentioned."

"In constructing this masterpiece [A Correspondence Course in Personal Magnetism and Hypnotism] Dr. Sage has been materially assisted by the eminent psychologists and scientists who compose the faculty of the New York Institute of Science."

"You have the combined knowledge and experience of the best authorities of the time, and in addition you have the privilege of their personal instruction through direct correspondence. You can always write to Dr. Sage or any of his corps of professors and obtain their opinion on any question of difficulty."

To these claims Judge Lamar replies:

"The weight to which these representations are entitled has been passed on in discussing the 'faculty.' They are wholly false."

"Its course is acknowledged by scientists, teachers and professional hypnotists who have studied it, to be the most perfect and logical explanation of this science that has ever been written."

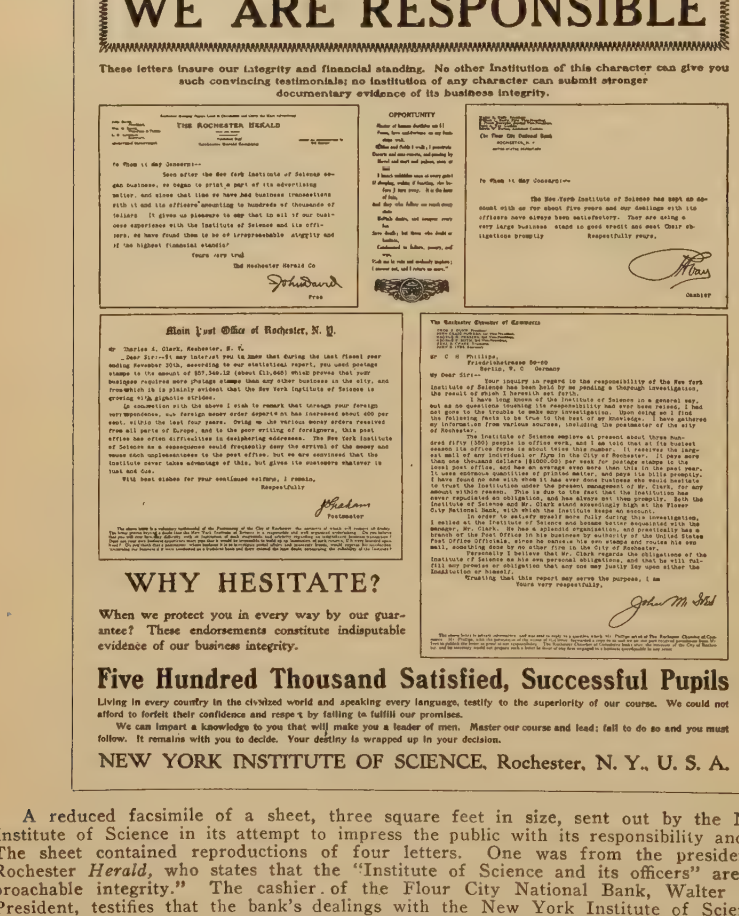
"This course has the full endorsement of the leading scientific men of the world, and it was compiled at a large cost under the direction of a committee of eminent scientists."

Of this the government says: "The evidence failed to show any justification or foundation for these assertions. They are absolutely untrue."

"This course has been prepared by the ablest experts living. It is not a statement of theories—it is a compilation covering the practice of men experienced in the different branches of occult science. It is taught by an institute which has a recognized standing before the scientific world. Its completion entitles the student to a certificate, which passes current as a positive guaranty of his ability as a hypnotist. Courses very much inferior to this have sold, and are now selling for $100."

Of the foregoing Judge Lamar says: "Some of the allegations contained in this group have heretofore been discussed. Concerning the 'certificate which

passes current as a positive guaranty of his ability as a hypnotist,' it was brought out during the hearing that . . . no authority has been granted to this concern by the state of New York to issue 'any diploma, certificate or other instrument' and no satisfactory explanation is attempted by the respondent in support of its issuance of a certificate and the publication of the representation that such certificate 'passes current, etc.'"



"NO HINGE NOR LOOP TO HANG A DOUBT ON."

WE ARE RESPONSIBLE

These letters insure our integrity and financial standing. No other institution of this character can give you such convincing testimonials; no institution of any character can submit stronger documentary evidence of its business integrity.

THE ROCHESTER HERALD

OPPORTUNITY

Main Post Office of Rochester, N. Y.

Dear Sir:--I am interested you to know that during the last fiscal year ending November 30th, according to our statistical report, you used postage stamps to the amount of $57,348.12 (about $10,000) which proves that your business requires more postage stamps than any other business in the city, and from which it is plainly evident that the New York Institute of Science is growing mighty mighty rapidly.

In connection with the above I wish to remark that through your foreign correspondence, such foreign money order department has increased about 400 per cent. within the last four years. Owing to the various money orders received from all parts of Europe, and to the poor writing of foreigners, this post office has often difficulties in deciphering addresses. The New York Institute of Science as a consequence would frequently deny the arrival of the money and remove such unpleasantness to the post office; but we are convinced that the institute never takes advantage of this, but gives its customers whatever is that and due.

With best wishes for your continued welfare, I remain,

Respectfully

Postmaster

The Rochester Chamber of Commerce

Mr C H Phillips,
Friedrichstrasse 80-82
Berlin, W. C Germany

My Dear Sir:-- Your inquiry in regard to the responsibility of the New York Institute of Science has been held by me pending a thorough investigation, the result of which I herewith set forth.

I have long known of the Institute of Science in a general way, but as no questions touching its responsibility had ever been raised, I had not gone to the trouble to make any investigation. Upon doing so I find the following facts to be true to the best of my knowledge. I have gathered my information from various sources, including the postmaster of the city of Rochester.

The Institute of Science employs at present about three hundred fifty (350) people in office work, and I am told that at its busiest season its office force is about twice this number. It receives the largest mail of any individual or firm in the City of Rochester. It pays more than one thousand dollars ($1000.00) per week for postage stamps to the local post office, and has an average even more than this in the past year. It uses enormous quantities of printed matter, and pays its bills promptly. It has been in business in this city for a number of years, and is entitled to trust the institution under the present management of Mr. Clark for any amount within reason. This is due to the fact that the institution has never repudiated an obligation, and has always met them promptly. Both the Institute of Science and Mr. Clark stand exceedingly high at the Flour City National Bank, with which the Institute keeps an account.

In order to satisfy myself more fully during this investigation, I called on the Institute of Science and became better acquainted with the manager, Mr. Clark. The Institute is a splendid organization, and practically has a branch of the Post Office in it, as it has a special window for the United States Post Office officials, since he makes it his own study and receives his own mail, conducting here by no other firm in the City of Rochester.

Personally I believe that Mr. Clark regards the obligations of the Institute of Science as his own personal obligations, and that he will fulfil any promise or obligation that are may justly lay upon either the Institution or himself.

Trusting that this report may serve the purpose, I am

Yours very respectfully,

WHY HESITATE?

When we protect you in every way by our guarantee? These endorsements constitute indisputable evidence of our business integrity.

Five Hundred Thousand Satisfied, Successful Pupils

Living in every country in the civilized world and speaking every language, testify to the superiority of our course. We could not afford to forfeit their confidence and respect by failing to fulfill our promises.

We can impart a knowledge to you that will make you a leader of men. Master our course and lead; fail to do so and you must follow. It remains with you to decide. Your destiny is wrapped up in your decision.

NEW YORK INSTITUTE OF SCIENCE, Rochester, N. Y., U. S. A.

A reduced facsimile of a sheet, three square feet in size, sent out by the New York Institute of Science in its attempt to impress the public with its responsibility and honesty. The sheet contained reproductions of four letters. One was from the president of the Rochester *Herald*, who states that the "Institute of Science and its officers" are "of irreproachable integrity." The cashier of the Flour City National Bank, Walter B. Duffy, President, testifies that the bank's dealings with the New York Institute of Science "have always been satisfactory." The Rochester Chamber of Commerce comes to the defense of this fraudulent concern by stating that it employs 350 people, uses more than $1,000 worth of postage stamps each week and "pays its bills promptly." The fourth letter is from the postmaster of Rochester who praises the "institute"—possibly because it used over $57,000.00 worth of stamps a year—and states that he is convinced that the institute "gives its customers whatever is just and due." The New York Institute of Science commenting on the postmaster's letter says: "Do you think that a postmaster, whose business it is to investigate postal affairs and prosecute frauds, would express his satisfaction concerning our business if it were conducted on a fraudulent basis and there existed the least doubt concerning the reliability of the institute?"

Then follow some claims taken from circulars sent to those who answered the advertisements of the New York Institute of Science:

"Able specialists are in charge of the different departments of the New York Institute of Science, and its department of instruction, like the business of the Institute, is so well organized that nothing is left to chance. Every pupil has the privilege of commanding the services of these specialists at any time free of any charge whatever."

Of which the Assistant Attorney-General says: "As heretofore stated the evidence showed that there are no 'able specialists,' connected with this concern and it follows that the 'students' do not have the privilege of commanding the services of such 'specialists.'"

"Many write us that they fear they lack sufficient education to master our course. Do not hesitate on this account. Many who could not even read have mastered the course by having the assistance of a friend who read the course for them."

And the government replied: "This representation demonstrates that the respondent made no distinction as to the qualifications of 'pupils' accepted, but, on the contrary, the evidence shows that it urged the enrolment not only of the illiterate but also of those of such physical and mental weakness as absolutely precluded the possibility of their ever under any circumstances exercising hypnotic control over any person."

Discussing the various claims made by the concern and quoted in the matter that has just been given, Assistant Attorney-General Lamar says:

WHAT THE REPRESENTATIONS MEAN

"These representations are clearly designed to create the false impression that the respondent will teach the readers how to accomplish the various things named, regardless of age, sex, education or personality, whereas, from the evidence in the case, the complaints made to the Department by patrons of the 'Institute' and the testimony of the government expert witnesses, the respondent is not teaching such persons to become hypnotists and magnetic healers, and its pretended course of instructions will not accomplish the purpose which it represents, and this the promoters of this scheme very well know. That the offer contained in the booklet 'The Philosophy of Personal Influence' to teach the various things stated therein is intended to be made to any and every reader is borne out by the attitude of the Institute in dealing with illiterate 'students.' Correspondence with a number of 'students' and would-be 'students' whose illiteracy is strikingly apparent shows that the concern represented that it could teach such correspondents as advertised.

"Whether hypnotism and magnetic healing are capable of accomplishing the results represented in the advertising matter of respondents is not material to this investigation, the question involved being whether respondent is engaged in a legitimate business enterprise or in the conduct of a scheme to defraud. . . .

"As a further inducement to entice prospective students the respondent placed in its advertising matter with rubber stamp a statement to the effect that:

"This course originally sold for $25. We are at present taking enrollments for the tuition fee of $5. If you want the course you would better send your enrollment by return mail!"

"As a matter of fact, however, the course has for many years sold for $5, and this false representation is made for the purpose of having the course appear of greater value than it is in fact and so induce its purchase."

In considering the case against the New York Institute of Science, the government called in noted alienists who had investigated the subject of hypnotism and it brought out the following facts: In hypnotism there are two controlling factors, the first and more important being the individuality or personality of the subject, and particularly, his willingness to be hypnotized; the second, is the individuality or personality of the operator. As one of the physicians testified: "The capacity of being hypnotized is a thing resident

in the person and not a force which comes from the outside—from the operator." The whole trend of the claims made by the New York Institute of Science was exactly the opposite of this; that is, that the hypnotic power is one possessed by someone who can use it and produce results over someone else and that the New York Institute of Science could develop this alleged power in its "students." The memorandum continues:

"The purpose of the promoters in making these representations is to lead the reader of its advertising literature to believe that this concern will impart to him this wonderful power and ability to hypnotize and control anyone under any circumstances and thus to subject to his own will whomsoever he pleases, and thereby to deceive them into remitting $5 for this so-called course of instruction.

"Despite the positive and emphatic representations calculated to create the contrary impression the respondent in its brief admits that 'everyone cannot be hypnotized' and that 'it is practically impossible to hypnotize a man who is not willing to do as you say,' and the testimony of the experts introduced was also to this effect.

"Evidence was introduced showing that in a number of instances testimonials published by the 'Institute' were solicited and procured on promise to furnish books free.

"For years the Department has been flooded with complaints against this concern from people claiming to have been defrauded and it is estimated that this concern has mulcted the public to the extent of $1,500,000.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises in violation of Sections 3929 and 4041 of the Revised Statutes, as amended, and I therefore recommend that a fraud order be issued against the New York Institute of Science, Inc., and its officers and agents as such."

The fraud order was issued.—(*Modified from The Journal A. M. A., Aug. 8, 1914.*)

THE OKOLA LABORATORY

On Feb. 16, 1914, Postmaster-General Burleson, on the recommendation of Judge W. H. Lamar, Assistant Attorney-General, issued a fraud order against the Okola Laboratory (Inc.), Rochester, N. Y., on the grounds that the concern was "engaged in conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises."

The Okola Laboratory commenced operations in 1911 and was incorporated in New York, March 25, 1912, by the following individuals:

Charles S. Clark
Katherine A. McCormick
Edwin J. McNamara

Clark is said to have been the chief promoter, and to have had associated with him in carrying on the business the following:

Thomas F. Adkin, Rochester, N. Y.
Dr. John L. Corish, New York, N. Y.
Dr. John S. Read, Rochester, N. Y.
Charles H. Phillips, London, England.

The general scheme of the Okola Laboratory was to advertise that Dr. John L. Corish, "an able New York physician," and "an eminent medical man," had discovered a marvelous treatment for affections of the eyes by which those who were wearing glasses, or who should have been wearing glasses, could do without them. The treatment was claimed to have originated in Germany

(a favorite fiction in many lines of medical fraud) and was represented to cure eye-strain, inflammation of the retina, cataract, disease of the optic nerve, and many other conditions equally serious.

The so-called Okola Method consisted of three parts: "Okola," "Okolizer" and "Okolator." "Okola" was the name of some tablets[1] that were sent to those who purchased the "treatment." These were analyzed by the government chemists and were found to consist, essentially, of:

Baking soda
Boric acid

The directions were to dissolve the tablets in water and apply the solution to the eye by means of an eye-cup. The "Okolator" was a metal inhaler containing cotton moistened with a volatile liquid found by the government chemists to have the following ingredients:

Oil of mustard
Carbolic acid
Iodin
Menthol
Camphor
Oil of eucalyptus
Oil of sassafras
Tincture of benzoin
Alcohol
Petroleum oil

The "Okolator" was to be applied to the nose and the fumes from this odoriferous tube inhaled. The "Okolizers" were simply printed cards on which directions were given for rubbing the eyes, etc. The element of "mental suggestion" was not lacking, as some of the reading matter on these cards indicates:

"I am using Okola and the Okolator, also following the simple rules of the Okolizers, as I am convinced that there will be a notable and lasting benefit to my eyes by faithful adherence to the Okola Method for six months."

The absurdity and fraudulence of selling a simple eye-wash and an evil-smelling inhalant mixture for the cure of cataract, retinitis, glaucoma, astigmatism, etc., is evident. But this fraud was carried on for nearly two years and is said to have swindled the public out of $100,000 a year.

The Okola Laboratory advertisements featured a "free book" which was declared to have been written by Dr. John L. Corish. When the fraud was investigated by the postal authorities, it was found that the book was not written by Corish, that Corish had had practically no experience in treating diseases of the eye, and was, in fact, at the time experimenting with a "cure" for baldness. Corish's name appears in connection with the Woods fraudulent cure for alcoholism, exposed in THE JOURNAL some time ago, he having "indorsed" this swindle. Needless to say, Corish is not an "eminent New York physician"—he is but a comparatively obscure member of the *genus* Quack. In this connection it should be noted that Dr. John S. Read, the "director" of the Okola Laboratory, was one of the Rochester physicians who gave sworn testimony for the benefit of "Duffy's Malt Whiskey," which he deposed had been "used and prescribed by him for a number of years."

As in all mail-order medical frauds, while the public was led to believe that individual attention would be given to all letters sent to the Okola Laboratory, the facts were that the correspondence was almost entirely handled by clerks and that "form letters" were used in practically all instances. This, too, in spite of the fact that practically all the letters which were sent out by the Okola Laboratory were signed, "John S. Read, M.D."

After reviewing all of the facts brought out by the investigation of the postal authorities, the Assistant Attorney-General reported to the Postmaster-General:

1. In a subsequent trial it was brought out that these tablets were manufactured for this fraudulent concern by Parke, Davis & Co. The Okola Laboratory paid 20 cents a thousand for them.

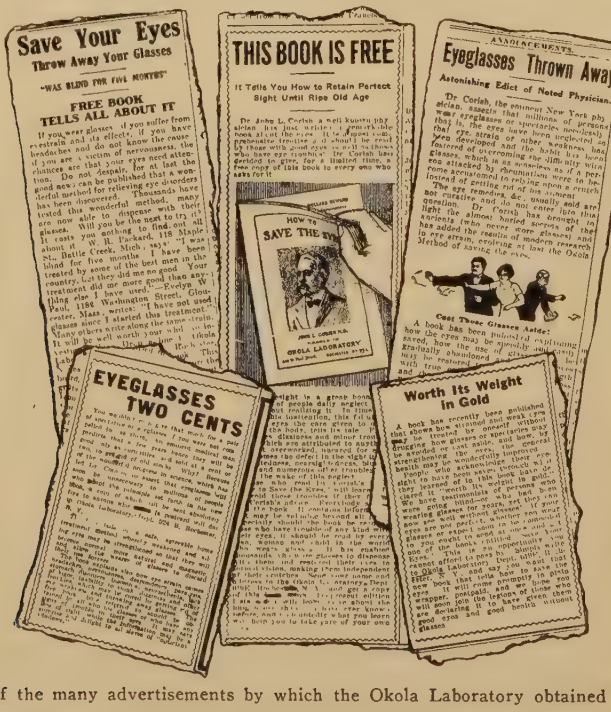
"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises, in violation of Sections 3929 and 4041 of the Revised Statutes, as amended; and therefore recommend that a fraud order be issued against the Okola Laboratory, Inc."

As previously noted, a fraud order was issued.

The preceding gives in brief the case of the Okola Laboratory fraud. More complete details taken from memorandum of Assistant Attorney-General Lamar to the Postmaster-General follow:

The Official Report

The Assistant Attorney-General, in submitting the facts regarding the Okola Laboratory fraud to the Postmaster-General, said in part:


Save Your Eyes
Throw Away Your Glasses
"WAS BLIND FOR FIVE MONTHS"
FREE BOOK TELLS ALL ABOUT IT
THIS BOOK IS FREE
It Tells You How to Retain Perfect Sight Until Ripe Old Age
HOW TO SAVE THE EYES
OKOLA LABORATORY
Eyeglasses Thrown Away
Astonishing Edict of Noted Physician.
EYEGLASSES TWO CENTS
Worth Its Weight in Gold

Some of the many advertisements by which the Okola Laboratory obtained its victims.

"On July 29, 1913, a memorandum was prepared in this office reciting the particulars wherein the business of the above-named concern was charged to be in violation of Sections 3929 and 4041 of the Revised Statutes, as amended. A copy of this memorandum was sent to the postmaster at Rochester for delivery to the Okola Laboratory, Inc., together with a letter calling on it to show cause why a fraud order should not be issued. Aug. 13, 1913, was named as the day on which the case would be heard. At the request of counsel for respondents, John J. Vause, Esq., of New York City, continuances were granted, and the case was not finally heard until November 10 to 14, last; and at the conclusion of the hearing, additional time was allowed in order that Mr. Vause might file a brief. This brief has been received and considered; and all the evidence in the case has been carefully reviewed.

"I find the facts in this case to be substantially as follows:

"The Okola Laboratory is a corporation of the state of New York. It was incorporated on March 25, 1912, by Charles S. Clark, Katherine A. McCormick and Edwin J. McNamara. Clark is the chief promoter of the enterprise. Associated with him in its inception and conduct have been Charles H. Phillips, London, England; Thomas F. Adkin, Rochester, N. Y.; John L. Corish, New York City, and John S. Read, Rochester, N. Y. Thomas F. Adkin was the president of the Institute of Physicians and Surgeons of Rochester, against which a fraud order was issued on Aug. 2, 1905. That order also covered the name 'Prof. Thomas F. Adkin.' Read is the doctor who constituted the 'staff of physicians' connected with 'Prof. G. A. Mann' and his Institute of Radiopathy, against which a fraud order was issued on April 28, 1908. Clark is the promoter of several other enterprises which have been charged to be schemes to defraud, and against which the issuance of fraud orders is under consideration.

"Under the name Okola Laboratory, Inc., Clark and his associates are engaged in soliciting remittances of money through the mails by means of advertisements and circulars in which representations are made of the character of those quoted below:

' "Okola Method is the foe to the spectacle and eyeglass industry. One of its objects is to make the use of eyewindows unnecessary. It is the enemy of the headache drugs and nerve nostrums. It makes for good, healthy, beautiful eyes. An Okola Self Treatment Outfit may prove to be worth many times its weight in gold. Adopt the Okola Method and determine to avoid or banish glasses forever."

' "We assert that Okola Method is the genuine formula of Dr. John L. Corish, who is a regularly qualified, registerd, practicing New York physician of many years' experience. Dr. Corish has had wide practice in treating eye-strain and other optic weaknesses and disorders of all kinds."

' "Although it is a potential wonder-working preparation, Okola is perfectly safe and reliable."

' "All good things are imitated, and it is but natural this should be the case with Okola Method. Simulations are invariably inferior to the original. Those who pilfer the ideas, attempting to copy the formula and *modus operandi* are only able to deal with the superficial side. Ours is the original and genuine. Bogus or counterfeit eye treatments are dear at any price.

' "There are legions of people suffering from eye-strain, short-sightedness and numerous other eye trouble, who could save their eye-sight and overcome numerous unpleasant conditions associated with their optic disorder if they would adopt the Okola Method and apply it faithfully."

' "Of late, marvelous cures of eye disorders, including eye-strain, have been reported in the press of all countries as having been brought about at the clinic of the famous Dr. Pagenstecher in Wiesbaden, Germany. . . . Dr. Pagenstecher and Dr. Corish (the devisor of Okola Method) are agreed on the main principles of the eye treatment method which is so famous."

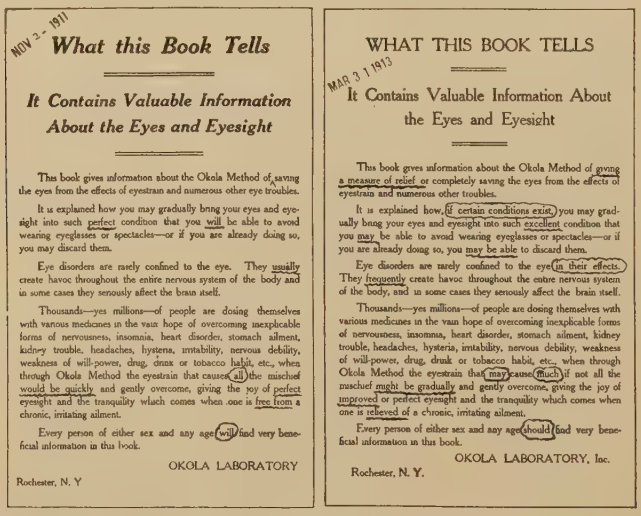
' "I predict in the utmost sincerity, on my professional word of honor as one who has deeply studied the subject, that within a decade or two eyeglasses and spectacles will have become comparatively rare, and the Okola principle will have proved itself the popular pioneer of eye saving. The Okola, Okolator and Okolizer provide everything essential to the true, scientific system of treatment for eye-strain and numerous other eye disorders, at home, without any loss of time and at a merely trifling expense."

' "Ten Dollars Guarantee that the Okola Method Will Succeed. The Okola Method is positively aimed at enabling any one whose eyes are troubled by eye-strain or certain other optic weaknesses, to entirely dispense with the use of eye-glasses (or spectacles) and to remove the necessity of ever employing them."

' "It is hereby guaranteed by the Okola Laboratory, Inc., that if an admittedly beneficial result is not accomplished, a forfeiture of ten dollars will be paid, provided Okola Method is adopted and is used faithfully in accordance with the simple directions. Six months' time will be allowed, although in many cases a satisfactory result is attained in a few days or weeks."

"The conclusion is irresistible from a reading of these representations and others of a like nature that Dr. Corish has discovered or invented a new and wonderful treatment for affections of the eye; that this treament will enable those who wear glasses, or are about to do so, to do without them, and save

their eyes by using the remedy prepared by the Okola Laboratory, Inc.; that this treatment is based on principles indorsed and adopted by a famous eye specialist of Wiesbaden, Germany; that the treatment will not only cure eye-strain due to any cause, but will also overcome quite a number of other diseases or conditions, which are alleged by the writer of these representations to be due to eye-strain, and that the purchaser of this treatment may have his money back if not benefited thereby. That the Okola Laboratory, Inc., intends to lead sufferers from such serious diseases of the eye as near-sightedness, hardening of the eye-balls (glaucoma), far-sightedness, optic nerve trouble, cataract, astigmatism, inflammation of the retina, to purchase this treatment in the belief that it will cure them is indicated by the representations quoted above, and is proved conclusively by evidence in the case showing that the inspector who investigated the case wrote to it under assumed names letters alleging himself to be suffering from these conditions and received replies urging him to purchase the treatment."



NOV 2 - 1911

What this Book Tells

It Contains Valuable Information About the Eyes and Eyesight

This book gives information about the Okola Method of saving the eyes from the effects of eyestrain and numerous other eye troubles.

It is explained how you may gradually bring your eyes and eyesight into such perfect condition that you will be able to avoid wearing eyeglasses or spectacles—or if you are already doing so, you may discard them.

Eye disorders are rarely confined to the eye. They usually create havoc throughout the entire nervous system of the body and in some cases they seriously affect the brain itself.

Thousands—yes millions—of people are dosing themselves with various medicines in the vain hope of overcoming inexplicable forms of nervousness, insomnia, heart disorder, stomach ailment, kidney trouble, headaches, hysteria, irritability, nervous debility, weakness of will-power, drug, drink or tobacco habit, etc., when through Okola Method the eyestrain that causes all the mischief would be quickly and gently overcome, giving the joy of perfect eyesight and the tranquility which comes when one is free from a chronic, irritating ailment.

Every person of either sex and any age will find very beneficial information in this book.

OKOLA LABORATORY

Rochester, N. Y

WHAT THIS BOOK TELLS

MAR 3 1 1913

It Contains Valuable Information About the Eyes and Eyesight

This book gives information about the Okola Method of giving a measure of relief or completely saving the eyes from the effects of eyestrain and numerous other troubles.

It is explained how, if certain conditions exist, you may gradually bring your eyes and eyesight into such excellent condition that you may be able to avoid wearing eyeglasses or spectacles—or if you are already doing so, you may be able to discard them.

Eye disorders are rarely confined to the eye in their effects. They frequently create havoc throughout the entire nervous system of the body, and in some cases they seriously affect the brain itself.

Thousands—yes millions—of people are dosing themselves with various medicines in the vain hope of overcoming inexplicable forms of nervousness, insomnia, heart disorder, stomach ailment, kidney trouble, headaches, hysteria, irritability, nervous debility, weakness of will-power, drug, drink or tobacco habit, etc., when through Okola Method the eyestrain that may cause much if not all the mischief might be gradually and gently overcome, giving the joy of improved or perfect eyesight and the tranquility which comes when one is relieved of a chronic, irritating ailment.

Every person of either sex and any age should find very beneficial information in this book.

OKOLA LABORATORY, Inc.

Rochester, N. Y.

Photographic reproduction of the first pages of two booklets issued at different times by the Okola Laboratory. The matter on the left appeared in 1911; that on the right in 1913. A comparison of the statements will show a studied attempt on the part of the Okola Laboratory to so modify its "literature" as to keep within the letter of the law while still violating its spirit.

Then follows some of the correspondence referred to between the post-office inspector who investigated this fraud and the Okola Laboratory. This correspondence, which, so far as the replies from the Okola Laboratory is concerned, consisted largely of form-letters of the "follow-up" variety, indicated that no matter what disease of the eye the prospective victim might have, the Okola "treatment" was recommended for it. Cataract, diseases of the optic nerve, far-sightedness, hardening of the eyeball (glaucoma), near-sightedness, astigmatism, inflammation of the retina—all of these conditions were described in the different letters sent to the Okola Laboratory, detailing hypothetical cases. In every instance, the Okola "treatment" was recommended. The "treatment" itself is then described by Judge Lamar in his memorandum as follows:

"1. OKOLA: Tablets consisting essentially of sodium bicarbonate and boric acid, intended to be dissolved in water and applied to the eye with an eye-cup that accompanies the treatment.

"2. OKOLATOR: A metal inhaler containing cotton intended to be moistened with a volatile solution containing the following ingredients: mustard oil, carbolic acid, iodin, menthol, camphor, a mineral oil like liquid petrolatum, a balsam like balsam peru, oil of eucalyptus, oil of sassafras, tincture of benzoin and alcohol.

EXTRACTS FROM OUR DAILY MAIL—CONTINUED

WATERY AND INFLAMED EYES

1776 Shelby Duke: I can't believe it. I have been using the Okola Treatment for 2 weeks and my eyes are entirely well. They were very bad when I started. I had been under the care of a doctor for 3 months and he could do me no good. I have recommended the Okola Treatment to many friends and they have all been benefited by it. I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

GIRLS WEARS GLASSES TO READ

1784 West Englewood, N. J.: I don't want my name published, but I will say that I have used the Okola Treatment and it has done me much good. I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

SEVERE TEAR

1800 Penn Station, Pa.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

NEURALGIA RELIEVED

1811 Norwalk, N. Y.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

ENJOYS IT IMMENSELY

1817 Cleveland, O.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

HAS CONFIDENCE

1826 Orange, N. J.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

SEES BETTER

1835 Chicago, Ill.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

BOLT ENJOYABLE

1840 Evansville, Ind.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

ASTIGMATISM

1847 Akron, Ohio: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

HEADACHE GONE

1851 Bay Providence, Col.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

CATARACT

1857 Kansas City, Kansas: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

TWITCHING OF THE EYES

1863 New York, N. Y.: Okola is a great help to me. I have had a very severe case of tears for many years, but since using Okola I have had no trouble at all. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

NOT USED READING GLASSES FOR TWO WEEKS

1871 Akron, Ohio: My eyesight has been greatly benefited since using your treatment one month. My eyes don't pain me as much and I sleep much better. The Okolator is the best remedy I have used for a cold in the head. I have not used my reading glasses for over two weeks.

GOES WITHOUT GLASSES

1878 Lodi, N. Y.: My eyes are a great deal better. I can see a change every week. I can see an month better. I go without my glasses a great deal.

THINGS LOOK DIFFERENT

1884 Hartford, Pa.: My eyes seem to be much brighter. Things look different through my glasses. Feel refreshed after bathing them.

EYESIGHT STRENGTHENED

1891 Boston, Mass.: I feel my eyesight is strengthened. Its nothing of the sprinkle. Happy over that. My weaknesses in the treatment is fine.

EYES STRONGER

1901 Philadelphia, Pa.: I received Okolator the latter part of last week. It was in splendid condition when it arrived. Before using the treatment I could not see 20 or 30 a distance of 5 feet. I broke after one week I could see 20 feet. After two weeks I can, indeed, I think my eyes are a lot stronger and I do not ask me to bend as much as I did.

THE BEST TREATMENT IN THE WORLD

1911 Cedarville, N. J.: I am using the Okola treatment now and I consider it the best treatment I have ever used. I do not have to wear glasses any more.

SEES WITHOUT BLUR

1918 Bridgeport, Conn.: My eyes are doing very well indeed and my sight has been benefited a lot. Before using your treatment I could not read without a lens, but I can read now without. Nothing and I consider that remarkable in the way it has done. I will report from time to time.

WEARS NO GLASSES AND FEELS FINE

1926 Chicago, Ill.: I am very pleased with the Okolator so far and accidentally my eyes look just as beautiful as ever. I am very pleased with your service. Wish me pleasure and so does.

COULD NOT SEE A WORD

1934 Lexington, Ky.: I am very much pleased with the Okola Treatment and I recommend it to my friends. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment. I am very much pleased with the Okola Treatment and I recommend it to my friends. I have been using it for about 2 months and I am glad to say that I have not had to wear glasses since I started the Okola Treatment.

RELIEVED MY HEADACHES

1941 Cortland, N. Y.: I have been using the treatment regularly and I must say that I am feeling much better. My eyes have improved greatly. I have relieved my headaches very much. I use the Okola morning and evening without any pain whatever.

READS WITHOUT GLASSES

1951 Cleveland, O.: I found what you claim as a considerable improvement. I am not afraid now as you say it is, now that I frequently do. In good day light, I can read the daily paper without glasses.

QUICK RESULTS IN ONE MONTH

1958 Hyde Park, Mass.: Have nearly completed the first month's treatment and am glad to report it has very greatly improved the condition of my eyes.

LESS HEADACHES AND EYES STRONGER.

1965 Eastchester, Mo.: I received your Okola treatment two weeks ago and considered (time short) to use it. It now using it 3 months I have less headaches and my eyes seem a little stronger.

HAPPY SINCE EYES ARE IMPROVED.

1972 Baltimore, Md.: I have been a little negligent in writing to you but am happy to say my eyes are improving. My eyes are stronger and my sight is clearer than ever. I will say that I have not had my head ached since I started using your treatment.

STARTLING RESULTS

1979 Granville, Ohio: After one month's treatment I am pleased to say that I can see a great deal better than I did when I started. I have used your treatment for about 2 months and I am glad to say that I have received a great deal of benefit from it. I will continue using it and feel sure that I will be entirely cured.

EXPERIENCED MUCH RELIEF

1986 Portland, O.: I am greatly pleased with your treatment. I have already experienced much relief from headaches and my eyes are much better. I have been so troubled in using two pair of glasses that I thought of writing to you. I am interesting to both without use and get along here.

DOES NO HARM

1994 Canton Ohio: I believe your treatment is doing good.

ALREADY GREAT BENEFIT

2001 Piney Mines: My number Rev. I 36, sent for the Okola treatment some time ago and I have received a great deal of benefit from the same. Suffered extremely with nervous spells and headaches, the latter being especially severe. These are somewhat relieved during the use of the treatment.

STEADY IMPROVEMENT

2786 West Farmington, Minn.: I began using your eye remedy the last week in July. At that time I could read but Nonpareil 20 inches away on July 29th 1912 could read a 24 inches. August 6th a 28 inches. I feel quite encouraged.

TREATMENT WONDERFUL

2810 Toledo, O.: The treatment is doing me a great deal of good. I am using it every day. My eyesight is wonderful.

A GREAT CHANGE FOR THE BETTER.

2822 Wichita, Ks.: I am very glad I am well pleased with the results. There has been a great change in my eyes for the better. Everything looks bright and clear. It does not seem nearly so dull.

ONE BIG BLUR

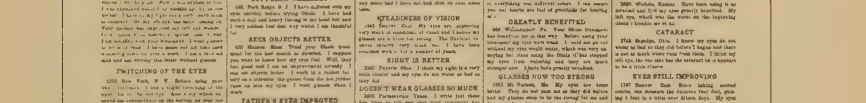
2833 Los Angeles Cal.: I have not used all of the treatment as yet but consider that my eyes feel better and I can not explain the words as they are. We is no separate words. When I first looked at it the words all came into one big blur.

READS WITHOUT GLASSES.

2840 Pioneer, Pend. Iowa.: I think I can see a great improvement. It will be three weeks October 1 2nd. I forgot the 1st of the day and I can read very well without seeing two objects.

EYES DON'T PAIN

2846 Spray N. C.: My eyes do not pain me so much as before using. My eyes do not run with water as they did. I have a great deal of faith in your Okolator.



I HEREBY CERTIFY that the words of commendation quoted in the Circular Letter inscribed on the front of the Okola Laboratory, Inc., and that they are the exact words of the correspondents.

E. L. Dittert
R. J. Gillen
E. M. Mueller
C. E. Bunting
J. W. Kreuzer

I HEREBY CERTIFY that I have personally examined every letter from which these extracts are taken, and they are accurate quotations. The original letters are in possession of the Okola Laboratory, Inc.

John S. Read, M.D.

Subscribed and sworn to this 28th day of August, 1912

M. C. Sheldon
Notary Public

STRONGER BRIGHTER AND CLEARER

2871 Medford, N. J.: I am pleased to report to you my eyes are getting on very satisfactorily. They are getting stronger, brighter and clearer every week. I can also do my own reading without any glasses. There is a great improvement in my sight.

SUFFERED TERRIBLY

2878 Park Ridge N. J.: I have suffered with my eyes terribly before using Okola. I have used so much a day and barely focusing in the least but now I very satisfied with the Okola. Will say no more.

SEES OBJECTS BETTER

2885 Hudson Mass: Tried your Okola treat and find it the best remedy I have used. I can see you want to know how my eyes feel. Well, they are good and I can see objects better. I can see an object across a room and can read without any glasses. I am pleased to say the pieces from the last problem have an idea my eyes. I very pleased with it.

FATHER'S EYES IMPROVED

2892 Pennsylvania Conn.: In regard to my father whom I am writing for, I am glad to say I have taken the Okola and find it very beneficial. I have used the Okola Method and think my eyes are a little better. Have worn glasses over two years. I can see that my glasses do much better since I have used Okola.

OKOLA DOES HELP

2978 Rittenhouse, Wash.: The Okola does help me for I don't always have to wear my reset glasses in the evening and that is a great comfort.

WORKS AND READS WITHOUT GLASSES

2981 New York, N. Y.: I often now work or read without glasses and have been up 18 months.

MORE THAN MENTAL

2988 Woodland, N. J.: I have already noticed an improvement and feel sure it is more than only mental.

WONDERFUL IMPROVEMENT

2989 Salt Lake City, Utah: Glad to say that I received the treatment and as it was in my own home as the eyes were not very bad. I have used the treatment for about 2 weeks and think the best to have his eyes examined to and I need for your treatment and his eyes are improving wonderfully.

DISCARDED GLASSES

3041 Mont Ida, N. J.: The end of January last, I bought the Okola treatment, not having very much faith in it. For the first week or so I did not see any improvement but rather for the contrary. If spite of this I thought I would continue with it. Before I finished the first bottle which is almost I fought, gave up the treatment gradually as I could see by putting I did not see for a glasses only more and I have not had them to wear since.

STEADINESS OF VISION

3063 Kansas City, Mo.: I am not yet completing very much a combination of vision and I notice an improvement in the steadiness of vision. My eyes seem better, very much so. I have been using your eye remedy for about a month.

SIGHT IS BETTER

3067 Farmington, Mass.: I have no right to write unless sincere and my eyes do not seem as bad as before.

DOESN'T WEAR GLASSES SO MUCH

3070 Farmington, Mass.: I have not been long enough to tell you that your treatment has done me any good. I am glad to say I don't wear my glasses as much as I did.

SEES OBJECTS CLEARER

3221 Laredo, O.: Am I can see eyes under the cancer than I have many examples.

A WORLD OF GOOD

3234 Chicago, Ill.: I feel it is doing me a world of good. My eyes feel much stronger already.

EYES LIKE STRONGER

3416 San Gay Iowa.: I have my eyes are less strength or everything looks so much clearer and I have no ill ache. My eyes do not smart as they did. I am very pleased with the Okola Treatment.

READS EVERY WORD ON CARD

3421 Stanford, N. Y.: I have already noticed the end of the second week's treatment, I am able to read every word of the large type on the card at a distance of 3 feet very clearly.

PLEASED WITH OKOLA

3504 San Antonio, Texas.: I have been trying your treatment for about two weeks and pleased with it my eyes were getting the quite a set of trouble, but so much better now than every since I began.

MOST WONDERFUL TREATMENT EVER HEARD OF

3543 Chicago, Ill.: You will be pleased to hear from me and to say it is the most wonderful treatment I ever heard of or tried. In two three days my eyes only weeks up to charts without but present Mrs. read not all, the strain was twenty years of. Now she can see anyone at any parts without her glasses. Before she used to, everything was different colors. I can assure you no matter was fool of gratitude for having sent it.

GREATLY BENEFITED

3546 Wilmington Pa. Your Okola treatment has benefited me in that way. Before using your treatment my eyes were weak. I could not go out without my eyes would water, which was very annoying to me. Since using the Okola I find myself my eyes from watering and they are much stronger now. I have been greatly benefited.

GLASSES NOW TOO STRONG

3551 St. Vernon, Mo. My eyes are much better. They do not pain me as they did before and my glasses seem to be too strong for me and I do not have to wear them all of the time as before I took your treatment.

CAN SEE MUCH CLEARER.

3561 Kansas City, Mo.: I can see much clearer now and I am taking the remedy and you which I had medication and I am now without my glasses on the street. I can only say I guess is reading and some particular word.

GLASSES DONE

3562 Malden Mass.: I am writing this letter to let you know how my eyes are. Well they are fine. I am too long now my glasses for women's match now and am at one time. Of course they are a little weak where I have been using them so must be surprised but I feel them getting stronger every day and know what I read they were not before.

EYES FEEL STRONGER.

3569 Buffalo, N. Y.: My eyes feel better all I using the solution. They don't seem to tire as much and can't feel so much underneath the eyeside. My eyes look stronger and look more and more like they used to look. I have noticed a great improvement the second day after I began using your treatment. I know that my eyes will be all right in a short time. I thank you very much for your kindness.

WEAK EYES

3580 Windsor Grove, Mo. I am glad to state to this writing that my eyes are very much improved, for my eyes are very much weak.

SEVENTY-THREE YEARS OLD

3587 Central P. o Minden. You will see by the enclosed card that my improvement has been most wonderful. On the first day of July, I could read but 1 line 6 cm my eyes and today the 28th, I can read 4 6 feet easily. I will be seventy-three years young the 17th of September. I can read newspapers and attend a fine sewing needle without glasses.

IMPROVING NICELY

3597 Lake Side Utah. My eyes are very much improving since I began using Okola treatment. The right eye is a little weary yet but is a much better since it was

SIGHT FAILING

3598 Troy Ohio. Severe spells of depression and severe. Sight failing. Eyes are weak looking. Before using your eyesalve were short and stubby but have grown out really to medicine during two months.

EYES IMPROVING

3642 Chester, S. J. My eyes so far improving.

EYESIGHT IMPROVED

3737 Kansas City Kansas. While I have not been to contact to using the treatment as I should have been, I am pleased to say that my eyes are much better than. My eyesight is all I could Okolator. But I to, I feel with a test I feel at this. In consulting my eyes have not pained me so frequently

EYES STRONGER

3818 Pittsburg, Mass. I find my eyes are stronger and I do not have headaches and I must has also relieved my throat. My eyes are much stronger

QUICK RESULTS

3843 La Fiesta, Colo. Received your Okola treatment and think I am receiving some benefit from it already

EYES FEEL MUCH BETTER

3876 Lakeside Pa. I have been using the eye treatment which I received. Think I very good. My eyes also seem better

HELPING GREATLY

3903 Chicago, Ill. I find it is helping me greatly

QUICK RESULTS

3941 Omaha, Neb. In the three weeks I have used Okola, I think my eyes have improved

CAN SEE TWICE THE DISTANCE

3986 Carrol Iowa. My eyes are getting more strength every day and can see far my last reading I can see twice the distance I could when I first began using the Okolator before using.

ONE WEEK'S TRIAL

405 Boston, Mass. I wish to say that I began a slight improvement in my eyes after one week's treatment and I feel encouraged already.

EYES IMPROVING

4064 Williamsport, Pa. My eyes are improving very nicely

EYES GREATLY BENEFITED

4093 Wichita, Kansas. Have been using it as directed and have received great benefit. My left eye, which was the worst on the beginning of Okola is now as

CATARACT

4748 Bayside, Ohio. I have my eyes do not want me had to stay that before I began and there is not as much water runs from them. I think my self eye, the one that has the cataract on it appears to be a little stronger.

EYES STILL IMPROVING

4797 Beaver Dam Ohio. I am writing several months, can measure the distance four feet, glasses I feel is a little better than seven days. My eyes are also improving right along.

ALSO LIKES OKOLATOR

4848 Cheektowaga, O. Have used the first three weeks of Okola and at the end of three weeks my eyes were in fine condition. I have had some my glasses.

MARVELOUS RESULTS IN ONE MONTH

4915 Kentucky Mass. I received you. treatment over a month ago and used it until it was all gone. I am very much pleased with the result and will say that I can see much better than I did before I began it. I have also used the Okolator and find that my eyes a great deal better. I have worn glasses for many years but since I began using the Okola I have not worn them only occasionally. I can say now I am very grateful for the help received and will tell all my friends about it.

ENCOURAGED TO GO ON

5008 Kansas, Ill. The nervous trouble in the left eye is at decidedly better, time I am encouraged to go on.

EYES BETTER.

5026 Haverhill, Mass. My eyes are beginning to feel better and I am quite encouraged.

Okola Laboratory, Inc., 205 St. Paul St., Rochester, N. Y., U. S. A.

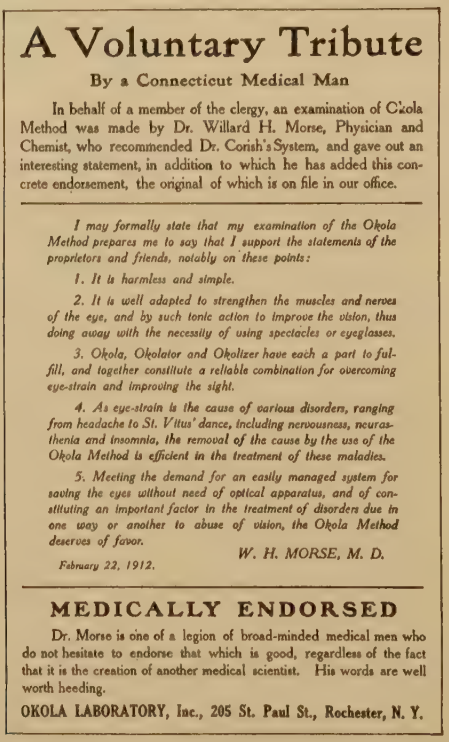
Greatly reduced reproduction of a sheet of testimonials sent out by the Okola Laboratory. The original was about 1½ feet in width by 2 feet in length. In none of these testimonials was the name of the giver published, so that it was impossible to follow them up.

"3. Cards called the OKOLIZER, giving directions for exercising in the eye, rubbing it and resting it, and containing legends like the following:

'"I am using Okola and the Okolator, also following the simple rules of the Okolizers, as I am convinced that there will be a notable and lasting benefit to my eyes by faithful adherence to the Okola Method for six months.'

"There is also a booklet sent out with the treatment, containing general directions for the maintaining of health, etc.

"The eye wash designated 'Okola' contains two ingredients [baking soda and boric acid], the use and limitations of which are perhaps about as well known to the layman as to the medical profession; and this is probably also true of the volatile solution which is to be inhaled into the nose. That in conjunction with exercise or massage of the eyeball these treatments can have nothing but a temporary effect in anything more serious than a simple irritation of the eye is a patent fact. The treatment will certainly not render the use of glasses unnecessary; and it is in no sense new, different from other treatments, or of the wonderful efficacy represented."



A Voluntary Tribute

By a Connecticut Medical Man

In behalf of a member of the clergy, an examination of Okola Method was made by Dr. Willard H. Morse, Physician and Chemist, who recommended Dr. Corish's System, and gave out an interesting statement, in addition to which he has added this concrete endorsement, the original of which is on file in our office.

I may formally state that my examination of the Okola Method prepares me to say that I support the statements of the proprietors and friends, notably on these points:

1. It is harmless and simple.

2. It is well adapted to strengthen the muscles and nerves of the eye, and by such tonic action to improve the vision, thus doing away with the necessity of using spectacles or eyeglasses.

3. Okola, Okolator and Okolizer have each a part to fulfill, and together constitute a reliable combination for overcoming eye-strain and improving the sight.

4. As eye-strain is the cause of various disorders, ranging from headache to St. Vitus' dance, including nervousness, neurasthenia and insomnia, the removal of the cause by the use of the Okola Method is efficient in the treatment of these maladies.

5. Meeting the demand for an easily managed system for saving the eyes without need of optical apparatus, and of constituting an important factor in the treatment of disorders due in one way or another to abuse of vision, the Okola Method deserves of favor.

W. H. MORSE, M. D.

February 22, 1912.

MEDICALLY ENDORSED

Dr. Morse is one of a legion of broad-minded medical men who do not hesitate to endorse that which is good, regardless of the fact that it is the creation of another medical scientist. His words are well worth heeding.

OKOLA LABORATORY, Inc., 205 St. Paul St., Rochester, N. Y.

Many a medical faker obtains an "analytical report" from Willard H. Morse. The Okola Laboratory was no exception. An endorsement from Morse is not worth the paper it is printed on.

The government, however, obtained expert medical testimony in this case from well-known and eminent practitioners, some of whom were specialists in diseases of the eye and ear.

"The testimony of these doctors was to the effect that this treatment was absolutely incapable of curing eye-strain, of rendering the use of eye-glasses unnecessary, or of fulfilling the claims made for it by the Okola Laboratory, Inc.; that bicarbonate of soda and boric acid is merely a soothing eye-wash, mildly antiseptic, the value of which is limited to keeping the eye clean and perhaps relieving slight catarrhal irritations of the conjunctiva, the outermost covering of the eye; that eye-strain is the straining of the ciliary muscle of

the eye—the muscle on the inside of the eye protected by a hard coat from the outside which aids the eye to focus to a certain point; that eye-strain may be due either to fatigue of the eye or to some abnormal conditions causing refractive error; that rest is the remedy for eye-strain caused by the former and eye-glasses the only way to relieve it when caused by the latter; that this treatment would be utterly ineffective in the treatment of cataract, glaucoma, far-sightedness, near-sightedness, inflammation of the retina, astigmatism, optic-nerve trouble or like conditions; that catarrh of the nose, for which evidently the volatile solution is intended, is in no way related to eye-strain, and that while this solution would have a temporary soothing effect on nasal catarrh, it would not cure it; and that the use of this treatment by patients for which it is prescribed in this manner without the advice of a physician or knowledge on the part of the Okola Laboratory as to their condition was not only unscientific but was fraught with danger because it might cause a postponement of proper treatment for a serious condition, because it might cause infection from one eye to be carried into the other by the use of the eye-wash on both, and because the massage of the eyeball recommended would be extremely harmful in some diseases of the eye.

"As indicative of the intent with which this scheme is conducted, attention is invited to the refund guarantee quoted on page 6 *supra*. After the treatment has been purchased, the evidence shows that the laboratory construes the statement 'six months' time will be allowed' to mean that the refund will only be made on condition that six monthly treatments be purchased at a cost of from $17 to $20, and declines to make the refund until that condition has been complied with. The evidence shows that it is the intention of the parties conducting this scheme to lead prospective purchasers to believe otherwise and that many persons have been thus misled.

"Attention is also invited to the fact that all the letters which go out are signed in the facsimile handwriting of John S. Read, M.D., and that prospective patients are led to believe that they have the personal attention of a physician. The evidence shows, however, that this is not the case; that the correspondence is handled by clerks, and that practically the same form letters are sent out in all instances. The book which bears Dr. Corish's signature was not in fact written by him, and he has had practically no experience in treating diseases of the eye, being now engaged in experimenting with a remedy for baldness. While Dr. Corish was present at the hearing, on the advice of counsel, he declined to testify.

"The defense in this case is substantially to the effect that the respondents are not responsible because of the fact that the treatment is purchased for other affections of the eye than eye-strain, as it is held out only as beneficial in that condition; that eye-strain is in fact a concomitant with practically all affections of the eye; and that the respondents are justified in holding out this treatment as new, wonderful and efficacious, because the combination of these elements of treatment is new, and because they have many testimonials as to the value of the treatment from customers. It is perhaps unnecessary to comment on this defense except to suggest that it fails utterly to meet the charges, but attention is invited to the fact that the evidence shows that this company procures testimonials by offering prizes to those who report beneficial results and also offering treatment free. The worthlessness of this kind of evidence appears when it is remembered that the only diagnosis made of the disease, of which the patient reports himself cured, is his own, and that the disappearance of irritation which the eye-wash may bring about may very readily delude the patient into the belief that he has been cured."

Then follows the recommendation of Assistant Attorney-General Lamar to Postmaster-General Burleson that a fraud order be issued against the Okola Laboratory, Inc., as its operation was in violation of the federal statutes and was "a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises." — (*With additions from The Journal A. M. A., May 9, 1914.*)

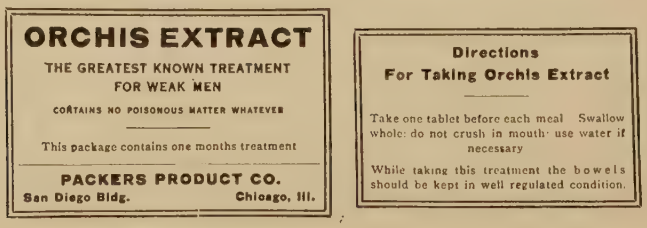
PACKERS PRODUCT COMPANY

The Packers Product Company, San Diego Building, 311 River Street, Chicago, was the name under which one Fred A. Leach sold a nostrum, "Orchis Extract." The sales were made on the mail-order plan. In December, 1917, Leach was called on by the federal authorities to show cause why a fraud order should not be issued against his business and Jan. 10, 1918, was fixed as the date for the hearing. His attorney, Frank H. Repetto of Chicago, made application that the case be continued to January 14. On January 11 a written answer was submitted by the attorney accompanied by certain exhibits. These were carefully considered, together with the evidence against Leach. As a result the mails were closed to the Packers Product Company.

Judge Lamar, Solicitor for the Post Office Department, in his memorandum to the Postmaster-General recommending the issuance of a fraud order, declared the facts regarding the Packers Product Company to be, in part, as follows:

A MISLEADING NAME

"The business complained of consists of the sale of a preparation known as 'Orchis Extract' by means of representations made through the mails in furtherance of a scheme to defraud. Fred A. Leach is the promoter of this scheme and operates it under the name Packers Product Company. This trade name was obviously selected and is continuously used for the purpose of leading persons to believe that they are dealing with a responsible concern


ORCHIS EXTRACT
THE GREATEST KNOWN TREATMENT FOR WEAK MEN
CONTAINS NO POISONOUS MATTER WHATEVER
This package contains one months treatment
PACKERS PRODUCT CO.
San Diego Bldg. Chicago, Ill.
Directions
For Taking Orchis Extract
Take one tablet before each meal Swallow whole: do not crush in mouth: use water if necessary
While taking this treatment the bowels should be kept in well regulated condition.

Reproduction in miniature of the labels on the boxes in which "Orchis Extract" was mailed.

engaged in the meat packing business and utilizing one of its by-products in the alleged manufacture of the aforesaid preparation which is offered to the public as a curative agent in cases of lost sexual power and kindred ailments. This purpose is clearly evidenced (1) by the name itself and (2) by the print of buildings and pens enclosing cattle on the back cover of the booklet and on the form letters [see illustration accompanying this article—Ed.] distributed to the public through the mails and carrying representations hereinafter referred to concerning the alleged curative properties of said preparation.

"The name 'Packers Product Company' is misleading for the reason above set forth and the words 'manufacturers of Orchis Extract' are false, for the evidence shows that this respondent is not a manufacturer of this extract but the remedy sold by him and alleged to contain this substance is purchased by respondent from various manufacturing chemists. The print thus used with intention to mislead and thereby induce persons to purchase the preparation represents in fact some of the packing house buildings and slaughter pens of Armour and Company at Chicago, in which this respondent has no interest and from which he buys none of the ingredients used in the compounding of the said preparation.

"'Orchis Extract' is said to be a substance obtained from the testicles of rams. A chemical analysis made by the Bureau of Chemistry of the Department of Agriculture shows that Orchis Extract Tablets, the preparation sold by respondent, consists of sugar of milk, orchitic animal tissue, and agents used in compressing the tablets."

FALSE AND RIDICULOUS CLAIMS

The Solicitor then quotes extensively from the advertising booklet sent out by Leach. Some of the characteristic claims follow:

"Pre-senility, or premature old age, is a condition which can in most cases be relieved by a careful and conscientious treatment of Orchis Extract."

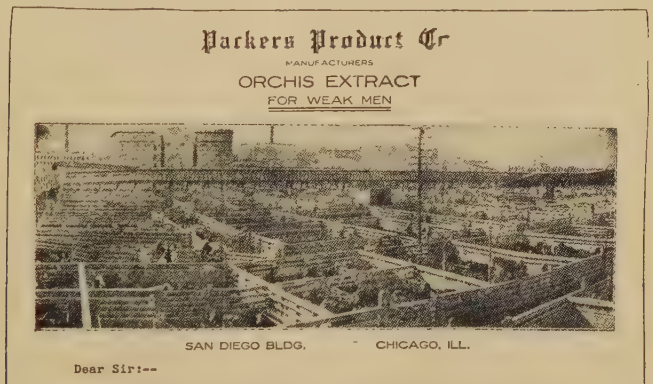
"Orchis Extract has a special action on the glands of the reproductive organs."

"Its action is that of a great vitalizer—tending to increase their activity, to aid their secretory functions and promote the normal development. It is specifically indicated in cases of atrophy of the private organ so common in cases of sexual abuses. Orchis Extract operates in a most remarkable manner in overcoming these conditions"

"Orchis Extract, when introduced into the blood, should bring about a richer supply of blood so that the cold and shrunken parts of the body must return to vigor and vitality; ambition will be restored by stronger and healthier nerve tissues and muscles, and relief or a cure is sure to follow."

"Orchis Extract is a reliable compound for restoring lost vitality, renewing cell life, resulting in restoring life, strength and development to the organs of man."

"Orchis Extract is being successfully used in cases of Nervo-Sexual Troubles, such as Nervous Debility, Lost Manhood, Night Losses, and Undeveloped Parts. It is for the weak man, for the debilitated man, for every man who needs a reliable remedy to renew his life and vitality, enrich the blood, tone up the stomach and aid digestion, to soothe the nerves, to overcome vital exhaustion, to stimulate the liver and kidneys and to send new energy and new sustenance to every cell and tissue of the body. To nourish the brain, strengthen the memory and to renew life with health and strength."


Packers Product Co
MANUFACTURERS
ORCHIS EXTRACT
FOR WEAK MEN
SAN DIEGO BLDG. CHICAGO, ILL.
Dear Sir:--
In calling your attention to our Orchis Extract we honestly believe we are offering you the very best method and remedy for regaining lost sexual power.
In submitting to you this proposition relative to this product

Reproduction (reduced) of the letterhead used by Leach, obviously for the purpose of leading the public to think that the packers (Armour's) whose plant is here shown, were behind the business. As a matter of fact, Armour's had repeatedly protested against this misuse of their name and were to no small extent responsible for putting the fraud out of business.

WHAT THE EVIDENCE SHOWED

Judge Lamar's memorandum continues:

"The evidence shows the diseases and diseased conditions for which this remedy is recommended cannot be relieved or cured by its use; that the remedy taken internally can have no effect whatever on such diseases and diseased conditions, and that it is of no value in their treatment; that the condition known as 'Lost Manhood' may arise from various causes, and that no one remedy even if assumed to possess medicinal virtue could reach all of these various causes and relieve and cure the conditions arising therefrom; and that the respondent, unskilled in the science and practice of medicine, cannot deter-

mine the condition from which the patron may be suffering or its superinducing cause, and cannot unless by accident furnish a remedy that will give relief and effect a cure.

LEACH AN OLD OFFENDER

"Fred A. Leach, the promoter of this scheme, has been in the mail-order business from fifteen to twenty years. The evidence shows that he was manager of the Distributors Guarantee Association, against which a fraud order was issued May 8, 1908; that he sold vacuum developers for the enlargement of the male organ under the name of the Vacuum System and David Kuno, Chicago; that he also operated under the name of the Ausin System and E. D. Ausin, Chicago, handling vacuum developers, and that in 1912 and 1913 he sold vacuum developers under the name of Martin W. Wade and Wade Manufacturing Company, Chicago.

"The respondent requests that he be allowed to continue the business in question using revised literature, and has indicated the revision intended by striking out certain parts of the literature now in use. Since the testimony shows that the preparation is of practically no value in the treatment of the diseases and conditions for which it is recommended, this request must be denied. The postmaster at Chicago reports that on an average fifteen pieces of mail are daily received at his office addressed to this concern.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the Packers Product Company, at San Diego Building and 311 River Street, Chicago, Illinois."

A fraud order was issued April 4, 1918.—(*From The Journal A. M. A., June 8, 1918.*)

Has "Orchis Extract" of the "Packers Product Company" Become "Organo Tablets" of the "Organo Product Company?"

Inquiries have recently come to the Propaganda department regarding the Organo Product Company, 11 West Randolph Street, Chicago, which sells "Organo Tablets" as a cure for "lost vitality"! When the first inquiries came in, no advertising matter accompanied them. Investigation showed that 11 West Randolph Street was the headquarters of a "men's specialist," one John G. Gill, long identified with Chicago quackery.

For several years Gill operated a medical mail-order fakery, known as "The Edson Institute," Chicago. He abandoned the business when the federal authorities began to make it uncomfortable. Later, he was connected with one Burgess, another advertising quack in Chicago, himself a hireling of a syndicate of quacks. Gill left Burgess after a few months, to take a position with a similar fakery, known as "Dr. White, Specialist." A reporter for the Chicago *Tribune,* a paper whose exposures of Chicago's quacks have made the "advertising specialist" business in that city a rather hazardous commercial undertaking, stumbled on to the "White" fakery and gave it some very unpleasant publicity. As a result "Dr. White"—which was not his name—left Chicago between days, owing John G. Gill $500. So, at least, Gill claimed when he was called before the Department of Registration and Education of the State of Illinois, to answer some rather pointed questions about his quackish activities. Further, according to Gill's testimony, he (Gill) brought suit against, and made a levy on the office fixtures left behind by White. These fixtures were sold on attachment by the bailiff of the municipal court, and, according to Gill, were purchased by Fred A. Leach, from whom Gill claims he is buying them on the instalment plan.

This brings us to Mr. Leach. Some of our readers will remember that Fred A. Leach operated the Packers Product Company, a mail-order fraud that sold "Orchis Extract," until it was put out of business by the government in April,

1918. Leach has been in the mail-order business for a good many years. He was manager of the "Distributors' Guarantee Association," against which a fraud order was issued in 1908; under the name of "Vacuum System" and "David Kuno" he sold vacuum developers for the alleged enlargement of the penis; and under the name of "The Ausin System" he also handled vacuum developers and later yet sold similar devices under the name of the "Wade Manufacturing Company."

Packers Product Co.

DISTRIBUTERS OF

ORCHIS EXTRACT

SAN DIEGO BLDG., CHICAGO, ILL.

Dear Sir:-

In calling your attention to our Orchis Extract we honestly believe we are offering you the very best method and remedy for regaining lost sexual power.

In submitting to you this proposition relative to this product we have fully taken into consideration the fact that the newspapers and periodicals published throughout the country are filled with all kinds of alluring advertisements in regard to the treatment of lost manhood and sexual decline and that a majority of such concerns

ORGANO PRODUCT CO.

MAIN OFFICE AND MAIL ORDER DEPT

11 WEST RANDOLPH STREET

CHICAGO - - - - ILLINOIS

Dear Sir:—

In calling your attention to Organo Tablets we honestly believe we are offering you the very best method and remedy for regaining lost sexual power.

In submitting to you this proposition relative to this product we have fully taken into consideration the fact that the newspapers and periodicals published throughout the country are filled with all kinds of alluring advertisements in regard to the treatment of sexual debility and that a majority of such concerns so advertising, request

Facsimiles (reduced) of part of two circular letters sent out by the Packers Product Co. and the Organo Product Co., respectively. Notice the similarity of wording. The Packers Product Co. was the name under which one Fred A. Leach operated a fraud to which the federal authorities denied the use of the U. S. mails. Leach is now located at 11 West Randolph Street, Chicago, which houses the Organo Product Co. and "Dr. Gill, Specialist."

These facts pointed to a probable community of interest between the "Organo Product Company" of 11 West Randolph Street, and its "Organo Tablets," and the fraudulent "Packers Product Company" and "Orchis Extract." Then came some of the advertising matter of the Organo Product Company. Even a superficial comparison of the circular letters and booklets used in exploiting Organo Tablets showed the close resemblance between this humbug and the government-declared fraud—Orchis Extract of the Packers Product Company. The wording

of the letters and booklets is almost identical. Even an old testimonial for Orchis Extract appears (under a new address) for Organo Tablets. Compare, for instance:

TESTIMONIAL FOR ORCHIS EXTRACT

"Mound City, Mo.

"Gentlemen:—Enclosed find $2 for which please send me one more package of Orchis Extract. I think it is helping me so I am going to continue the use of it until I think I am cured."

TESTIMONIAL FOR ORGANO TABLETS

"Louisville, Ky.

"Gentlemen:—Enclosed find $2 for which please send me one more package. I think it is helping me, so I am going to continue the use of it until I think I am cured."

Doubtless when the facts detailed above are brought to the attention of the federal authorities, an investigation will be made. Then, possibly, it may be necessary to extend the fraud order issued against the Packers Product Company to cover the Organo Product Company.—(*From The Journal A. M. A., March 8, 1919.)*

[In August, 1919, a supplemental fraud order was issued against the Organo Product Company, 11 West Randolph St., Chicago.]

P. PRESTO COMPANY

"P. Presto Company," also known as "The Presto Manufacturing Company" and "The Presto Company" was a mail-order concern operated from Albany, Oregon, by one Edward F. Lee. Lee is now in the penitentiary and the Presto Company has been debarred from the United States mails.

Lee's business was that of selling on the mail-order plan what he termed his "New Method Treatment for Sexual Weakness and Varicocele in Men." As a side-line he also sold through the mail certain remedies intended for women and sold "formulas" for making beer, whisky, ice and substitutes for meat and eggs! Under the name of "P. Presto Company" or "Presto Manufacturing Company" Lee got in touch with his victims by ways common to the medical mail-order faker, *viz.,* that of purchasing "sucker lists" from firms that make a business of selling names and addresses and by advertising in certain not-too-particular newspapers and magazines. A typical advertisement follows:

MEN OF ALL AGES—STOP GROWING OLD.
You can recover and retain your youthful vigor and vitality without dangerous drugs and appliances. Our New Method tells how. Send for free letter.
The P. Presto Company, Albany, Oregon.

Those who answered these advertisements or those whose names Lee had purchased received a form letter in which Lee pointed out that his "treatment" was entirely unlike any other. Said he:

"Safe and sane and scientific, it is what every young, middle aged or old man should know, as our system will enlarge, lengthen and strengthen the organs, making the weak strong and the strong stronger and bring back the firmness of youth unlike any other method."

Lee further claimed that no matter what the cause of impotency nor how long the condition had existed, his "cure" was "rational, quick and lasting" and "would positively cure or benefit any case of weakness or loss of vigor." If the first letter failed to bring a response, a second letter was sent urging the recipient to take quick action and declaring that the price of the treatment was $2 and would not be offered for any less. The letter concluded, however, with the statement that if $1 was sent the "copyrighted new method" would be mailed and at the end of two months the recipient, if satisfied, could send in the other dollar.

Those who swallowed Lee's bait received a form letter containing his "copyrighted new method." The essential part of this letter read:

"So, to build up, to strengthen and increase the blood and nerve supply to the testicles, they should be stretched by placing one hand on each side of the scrotum (bag) above the testicles, and stretch them (the testicles) away from the body, moving the hands from side to side in a swaying position while pulling.

"The above treatment frees the circulation in the many feet of arteries, veins, etc., and causes a strong flow of blood and nerve force to the parts. Stretch the penis the same way. Also stretch the skin of the scrotum strongly with the tips of the fingers. Above treatment should also be used for varicocele, but should be given quite gently at first.

"Should the impotency have been caused by prostate gland enlargement, anoint the first (index) finger in vaseline or mild oil and inserting the finger in the rectum, manipulate well the prostate gland, which lies right in front of the rectum and behind lower portion of the bladder."

The Government instituted action against this fraud and, on March 1, 1919, the United States grand jury at Portland, Oregon, returned a true bill against Edward F. Lee, charging him with using the mails to defraud in connection with the operation of this business. In June Lee was found guilty and sentenced to eighteen months in the United States Penitentiary at McNeil's Island, Washington, which sentence he is now serving. On Sept. 30, 1919, Judge W. H. Lamar, Solicitor for the Post Office Department, recommended to the Postmaster-General that a fraud order be issued against the "P. Presto Company" and other names under which Lee did business debarring him from the use of the United States mails. The order was issued Oct. 8, 1919.—*(From The Journal A. M. A., Oct. 25, 1919.)*

J. RUSSELL PRICE COMPANY

On June 25, 1918, the federal authorities denied the use of the mails to a fraudulent concern known as the "Dr. J. Russell Price Company" of Chicago. This concern was controlled by one Charles E. Cessna, of whom the Chicago *Tribune* said he "at different times in his business career has been a loan shark, patent medicine vendor and land promoter."

The earlier name of the Price concern—"Dr. Joseph Lister & Company"—was abandoned in 1914 when the federal authorities commenced action against it and the business was continued under the name of J. Russell Price. Price, who seems to have been a mere figurehead, claims graduation by the National Medical University, a school that has been defunct for some time and even before it went out of existence was not recognized by the majority of the states in the Union. Price, it seems, is or was one of the vice presidents and directors of the "Liberal Medical Union," an organization of which another president and director was Quack Carr of "Peruna" advertising fame.

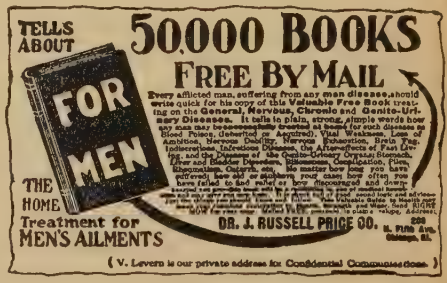
Cessna was called on to show cause by Dec. 19, 1917, why a fraud order should not be issued against the "Dr. J. Russell Price Company" and "V. Leverne," the latter a "confidential address" under which mail was received by the company. At the request of James T. Lloyd, attorney for Cessna, a postponement was granted to Jan. 16, 1918. At that time Cessna appeared at the Solicitor's Office, Washington, D. C., with Mr. Lloyd and a Mr. Frank McMillin, another attorney. Inspector D. F. Angier of the Chicago Division, who for some years has done valuable work in investigating medical mail-order frauds and who made the investigation of the J. Russell Price concern, was also present and testified as a witness for the government. The hearing took five days. The charges in brief were to the effect that under the names of Dr. J. Russell Price Company and V. Leverne "one Dr. James Russell Price, one Dr. Charles E. Cessna and one Everett G. Cisle were engaged in conducting a scheme for

obtaining money through the mails by means of false and fraudulent pretenses, representations and promises." Judge Lamar, the Solicitor for the Post Office Department, in his memorandum to the Postmaster-General describes fully the facts in the case. To quote in part:

CONTROLLED BY CESSNA

"Dr. Charles E. Cessna, who controls this company, was the chief promoter of the business of Dr. Joseph Lister & Company of Chicago, who were cited to show cause why a fraud order should not be issued against them on Sept. 15, 1914. That case was closed on the affidavit of Dr. Cessna, acting for the Lister Company, to the effect that the business had 'been entirely discontinued and abandoned and will not be resumed at any future date, and that the postmaster at Chicago had been directed to treat as refused all mail addressed to said Dr. Joseph Lister & Company, its officers and agents as such, and to Z. Wiren.' Z. Wiren was the name used by the Lister Company as a confidential address.

"While it is denied by Dr. Cessna that the J. Russell Price Company has continued the business of the Lister Company I nevertheless find from the evidence that this is in substance the case. At the time negotiations were taking place between this office and representatives of the Lister Company for the



The "Dr. Jos. Lister & Co." humbug went out of business—under that name—when Cessna, the promoter, was cited by the government to show cause why a fraud order should not be issued against it. This was in 1914. But the business itself went merrily on under the new name "Dr. J. Russell Price Co." Compare the advertisements reproduced above. The one important (?) change consisted in eliminating from the advertising the word "cure" and substituting the expression "restored to health."

closing of the case without the issuance of a fraud order on the filing of an affidavit, Dr. Cessna bought control of the J. Russell Price Company, which was a small mail-order medical concern operating from Chicago, and reorganized it into a similitude of the Lister Company, and began sending out circular matter in which it was stated that the Lister Company was going out of business and that the Dr. J. Russell Price Company was its successor and urging those who had theretofore dealt with the Lister Company to continue their dealings with the Price Company.

"The advertisements and advertising matter of the Lister Company, modified to a slight degree, became those of the Price Company, and the *modus operandi* of the former company with nearly all of its fraudulent features was continued in the Price Company business. Essentially the two schemes differ not at all. Modifications of advertising matter were made in an effort to avoid some of the minor frauds involved in the old case. . . .

"The one change throughout the matter used by the Price Company, on which Dr. Cessna laid great stress, is the substitution for the word 'cure' of the expression 'restored to health.' A less substantive change in terminology

could hardly be imagined. These changes constitute practically all that were made with the exception of a few other immaterial modifications of language. Dr. Cessna was responsible for the representations in both cases.

A "HIT OR MISS" CONCERN

"The business of the Price Company, like that of the Lister Company, is what has become known as a 'hit or miss' mail-order scheme. Advertisements are inserted in newspapers of general circulation through the mails, and particularly in foreign and other newspapers which have a circulation among ignorant and credulous people, in which it is sought to lead the reader to believe that a great number of symptoms of disease set forth therein are amenable to the treatment prescribed by the company, and they are urged to send for a free trial treatment and a booklet further detailing the wonderful results which it is claimed will flow from the use of the alleged remedies prescribed.

"A symptom blank accompanies the booklet and the trial treatment. This symptom blank, which is a printed question blank the same in every case, contains a great number of queries under different headings, such as, 'inherited or constitutional diseases,' 'stomach disorders,' 'kidney or bladder disorders,' 'pros-

PILVO LIGOS
Mano Ypatiškas Pranešimas Vilties.
BRANGI 96 PUSLAPIŲ KNYGA SIUNČIAMA DYKAI.
DYKAI DUODAMOS KNYGOS KUPONAS
Болѣзни Желудка
Цѣна книжки, содержащая 96 страницъ, высылается даромъ.
КУПОНЪ НА БЕСПЛАТНУЮ КНИЖКУ.

Typical advertisements of the Dr. J. Russell Price Co. as used in the foreign-language papers—a class of publications now largely patronized by quacks who are unable to get their advertisements into the English-language papers.

tatic irritation and inflammation,' etc. There are a great number of questions on this blank but few under each division, and while they are of a character that might be helpful to a physician in making a diagnosis the evidence shows clearly that they are not such as when taken alone would enable a physician to determine which of a great number of diseases the patient was afflicted with. Nevertheless on the basis of the answers to these questions Dr. Cessna undertakes to 'restore to health' those induced to correspond with him."

It was shown at the hearing that the expressions used by the J. Russell Price concern in its advertising described either symptoms of disease or groups of diseases; that the symptoms are such as arise in a great many different conditions which it is impossible to differentiate by means of a symptom blank such as the concern used; that in order to determine what treatment would be applicable to any particular case, it was necessary to take into consideration many other things such as the condition of the blood, of the urine, respiration, temperature, etc., and that any alleged diagnosis made on the basis of answers to questions that were uniform in all cases would reveal practically nothing and that the prescribing of treatment on such information would, in the vast majority of cases, fail to relieve the patient. Judge Lamar's memorandum continues:

KNOWINGLY FRAUDULENT

"That Dr. Cessna well knew the fraudulent character of this enterprise is clear from his testimony at the hearing. He admitted on cross-examination in substance that his endeavor after the Lister case had been before the Department was to eliminate what he thought the Department would object to without reference to the truth or falsity of the representations made. The whole object of the man as clearly revealed at the hearing was to go as far as he could in continuing the fraudulent business of the Lister Company and eliminate only such minor features as he felt might give rise to complaint and bring him again before the Post Office Department.

"The fact that Dr. Cessna is a physician makes his offense all the more flagrant. From his medical education he must know that this method of treating disease is entirely impracticable and that the representations he makes in pursuance of the scheme are without any scientific foundation."

In defense, Cessna showed that in some instances specimens of urine and of blood were called for and were sent to a laboratory for examination. The value of the urinalysis which Cessna caused to be made was shown by a test case conducted by Inspector Angier in which, in response to a call for a sample of urine, he sent to the J. Russell Price Company a mixture of water, albumin, pepsin, sodium chlorid and hydrochloric acid slightly colored. The specific gravity of this mixture was 1.020. The "analysis" showed the specific gravity as 1.030, and declared further that there was 1.6 per cent. of urea, no albumin, chlorids or phosphates! The memorandum says further:

"The name V. Leverne is used as a so-called confidential address.

"At the time of the issuance of the citation the postmaster's report showed the receipt by the company of 400 letters on an average daily.

"Through his attorney, Mr. Lloyd, Dr. Cessna has just submitted an affidavit to the effect that he has discontinued all advertising or circularizing for new business and that it is not his intention to advertise or circularize for new business in the future, and further that he is closing the business up and will within the next few months have it finally wound up and disposed of. As he is still obtaining remittances on the strength of the advertisements heretofore used, and as in view of his actions in the past no faith can be accorded to Dr. Cessna's promises as to his future conduct, I do not believe that the filing of this affidavit warrants the withholding of my recommendation for the issuance of a fraud order in this case."

As a result of this recommendation, the Postmaster-General closed the mails to the Price concern.—(*From The Journal A. M. A., Aug. 3, 1918.*)

PUBLISHERS' ADVERTISING AGENCY, INC.

This rather imposingly named affair was promoted by one Clarence E. Worthen, Boston, Mass., who was called on by the federal authorities to show cause why a fraud order should not be issued against the business. On the date set for the hearing, Abraham Goldberg, attorney for Worthen, asked that action in the matter be deferred until a reply to the charges could be prepared. This request was granted. Shortly afterward an answer was submitted denying the charges but stating that Worthen would be unable to appear before the department in person. The attorney indicated that Worthen would be willing to take steps looking to the dissolution of the business if the Post Office Department would drop the charges. The federal authorities, however, would not entertain this proposition. Judge Lamar, Solicitor for the Department, reported the facts in the case to be, in part, as follows:

"The Publishers' Advertising Agency, Inc., is operated by Clarence E. Worthen who acts as its president and treasurer, for the sole purpose of securing space in various newspapers published throughout the country to be devoted to the advertising of a large number of proprietary articles compounded and sold by him through drug stores, and is not a bona fide advertising agency in that it does not handle advertising for any other concern or person. The mails are used in the transmission of letters written by Worthen on stationery on which appears the name The Publishers' Advertising Agency, Inc., and which are addressed to the publishers of newspapers with the view of contracting for the advertising space above referred to. The scheme is used to secure advertising on credit which is usually accorded to an advertising agency but denied to an individual. The Post Office Inspector who conducted the investigation has submitted evidence showing conclusively that it is not Worthen's intention to pay for the advertising thus secured, nor does he as a matter of fact do so. One hundred and twenty-six publishers have complained to the department that they had run Worthen's advertising in accordance with the contract but that they were unable to obtain any money whatsoever from him. The total amount of these unpaid bills is $4,161.77, and it is safe to assume that this is a mere trifle compared with the total amount which Mr. Worthen owes for advertising. He gives the address of the concern as 44 Bromfield Street, Boston, Massachusetts, but it is found that this is a blind address as Worthen does not even have desk room at that place. All of his mail so addressed is forwarded for delivery to 153 West Emerson Street, Melrose, Massachusetts, his place of business.

"The postmaster at Boston, Massachusetts, reports that on an average fifty letters and about two sacks of papers are daily received at his office addressed to this concern."

The Solicitor declared that the scheme was one for obtaining property through the mails by means of false and fraudulent pretenses, representations and promises and recommended the issuance of a fraud order. It was issued.—(*From The Journal A. M. A., Aug. 17, 1918.*)

SAMUELS AND HIS EYE WATER

On March 28, 1914, a memorandum, charging that "Professor" H. Samuels and the Professor H. Samuels Remedy Company, both of Wichita, Kan., were violating the postal laws in that they were obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, was delivered to both Samuels and his company. They were further called on to show cause, on or before April 10, 1914, why a fraud order should not be issued. A continuance was granted, at the request of Samuels, until April 30, 1914, at which time Amos W. Marston, a Chicago attorney, appeared before the government officials on behalf of the Samuels fakery. At the conclusion of the hearing, the attorney was given, at his request, until May 16 for the filing of a brief. When the brief was received by the federal authorities it was given careful consideration, and after a thorough examination of all the evidence in the case, Assistant Attorney-General Lamar recommended the issuance of a fraud order. On June 1, 1914, a fraud order was issued.

The Samuels fraud was first investigated in 1910 by the Propaganda department of The Journal of the American Medical Association, and the matter appears in "Nostrums and Quackery," second edition. The government's investigation brought forth but few additional facts to those published in The Journal. The government chemists found, as did the chemists of the Association's laboratory that the preparation sold by Samuels was essentially a pinch each of sugar and salt in ordinary hydrant water. The Post Office Inspectors wrote to the Samuels concern under various names and received at different times

letters representing that the Samuels remedy would cure bow-legs, flat-foot, sprained ankle, epileptic fits and lack of weight. Speaking of the Samuels nostrum, the Assistant Attorney-General says:

"The claims for this solution, when considered in connection with its analysis, are palpably fraudulent, and it is clear that no one could be induced to purchase it if its real composition were revealed. Hence it is described as a new, peculiar and secret remedy in the advertising matter; and its real character fraudulently concealed. The analysis shows that there is nothing new, peculiar or secret about this solution and I so find."

An investigation was also made by the federal authorities of one case described in Samuels' testimonials. This particular testimonial, which has been used by the quack for some years, was to the effect that Samuels had cured an old character known as "Blind Joe" of Topeka, Kan. According to the claims made by Samuels, "Blind Joe" had been sightless for several years and "had exhausted all of the means in his power to be cured," had given up in despair until he "fell into the hands of Professor Samuels." Then: "In a short time he was able to see practically as well as he ever had in his life." The federal authorities showed that "Blind Joe" died blind!

It was shown further at the trial that "Professor" Samuels was not, in fact, a professor at all. In March, 1914, Samuels was sued by a woman who was suffering with cataract and had taken Samuels' "treatment" without success. She was awarded $400 damages against this faker. At the trial Samuels admitted, under oath, on the witness stand, that he was not a scientist or a physician, that he had not read any medical or scientific books on diseases of the eye for twenty years; that he was not competent to testify whether the woman had a cataract or not and that he had treated her without examination.

In addition to being debarred from the use of the United States mails, Samuels was indicted by the federal grand jury. Samuels was found guilty in the federal court at Wichita on eleven counts of using the United States Mails to defraud. He was finally sentenced to the Federal penitentiary for a year and a day. He commenced serving his sentence June 9, 1916.—*("Medical Mail-Order Frauds," pamphlet, 1919.)*

SARGOL

The essential facts regarding Sargol, the get-fat-quick nostrum—most of which have already been given in The Journal—are that its exploiters were found guilty of fraud and were fined $30,000 after promising that the business would be discontinued. The fine was paid and on Feb. 27, 1917, the Post Office Department issued a fraud order against the Sargol Company denying it the use of the mails.

The Sargol business was started in 1908 by Wylie B. Jones and Oliver C. Kingsley at Binghamton, N. Y. In December, 1912, Kingsley dropped out of, and Herbert B. Woodward went into, the business with Jones. Jones, the controlling power in the concern, is an advertising man, and operates the Wylie B. Jones Advertising Agency at Binghamton. He also conducts another "patent medicine" concern, the "Dr. Howard Company," which sells such nostrums as "Palm Vine," "Dr. Howard's Specific," etc.

Sargol was advertised through newspapers and magazines of a certain type and the business, generally, was conducted on the mail-order plan rather than through drug stores, although a certain amount of drug store trade had been developed at the time it was put out of business. The newspaper and magazine and advertisements, together with the other advertising matter that was sent out when a prospective victim had been brought in touch with the Sargol Company, represented in brief:

THE CLAIMS FOR SARGOL

1. That Sargol was a wonderful new discovery which could be depended on permanently to increase the weight of the body ten, fifteen or even thirty pounds.

2. That Sargol was the result of the combined experience of many prominent specialists in dietetics who believed that the usual diet rules more often fail than succeed.

3. That Sargol was in effect the most marvelous body builder which medical science has produced.

4. That Sargol would, in an incredibly short space of time, produce a marvelous increase in weight regardless of the cause of the lack of weight, whether inherited, from overwork or wasting disease or the result of abuse, dissipation, etc.

5. That when the Sargol "treatment" was under way it was possible for the patient to go about his business as usual and still put on flesh at the rate of a pound a day.

The Sargol Company was able to defraud the public out of millions because newspapers and magazines were willing to act as paid "go-betweens." Here are photographic facsimiles (greatly reduced) of full page advertisements that at one time appeared in magazines. There is also in this group a quarter-page advertisement (reduced) from the *National Druggist*.

6. That Sargol was a marvel in quickly and permanently rounding out the feminine form, filling out the face to a perfect oval, making the neck and bust firm and plump and rounding out the arms and legs to graceful proportions.

7. That Sargol would put flesh just where it was most needed.

8. That Sargol was the missing link in the chain of human health and vitality—that the certainty of a thin person getting fat depended almost entirely on Sargol.

SARGOL MADE BY PARKE, DAVIS & CO.

Such were the claims by which the Sargol concern pilfered from the public an amount that has been estimated at $3,000,000. When the case came to trial it was shown that Sargol instead of being a wonderful new discovery was, in fact, merely a formula devised after a short consultation between Wylie B. Jones and the man who has charge of the "private formula" department of

Parke, Davis & Co. Sargol was made by Parke, Davis & Co. and billed to the "Dr. Howard Co." as "Tonic Tabs," at a price of from 53 cents to 78 cents a thousand tablets; they were sold at the rate of $25 a thousand. When the manager of Parke, Davis & Co.'s "private formula" department was on the stand he testified that his firm made other pills, as well as a vaginal tablet, for the "Dr. Howard Co." The "formula" for Sargol—as devised by Parke, Davis & Co.'s agent and Jones—contained:

Extract saw palmetto	2 Grains
Hypophosphite calcium	½ Grain
Hypophosphite sodium	¼ Grain
Hypophosphite potassium	¼ Grain
Lecithin	⅛ Grain
Extract nux vomica	1/12 Grain

The trial lasted thirteen weeks. Mr. O. B. Williamson, a Post Office Inspector, collected the evidence for the government and was assisted by Post Office Inspectors Frank E. Shea of New York and Samuel J. Killian of Binghamton. The government called, among other experts, Drs. Louis F. O'Neill and J. P. Creveling of Auburn, N. Y., Dr. Harvey W. Wiley of Washington, Dr. Wm. J. Gies of Columbia University and Dr. Lyman F. Kebler of the Bureau of Chemistry. In addition to his testimony, Dr. Kebler gave Mr. F. J. Cregg, the United States Attorney who had charge of the case, invaluable assistance during the entire course of the long drawn out trial. The medical testimony submitted by the government proved beyond controversy that the pretenses set out by the Sargol concern were absolutely worthless so far as flesh or tissue building is concerned. It was admitted that some of the constituents were in some degree tonic but that none of them, taken singly or in combination, could affect the weight of the thin or emaciated. It was further brought out that even if Sargol were efficacious in increasing weight in a given case, the representations made for it would still have been false and fraudulent because they were so comprehensive as to include increase in weight of those who were thin from any cause. Judge Lamar, Solicitor for the Post Office Department, summed up the matter in his memorandum to the Postmaster-General:

". . . it is a well recognized medical fact that in order successfully to overcome this condition it is necessary to individualize the case, determine the cause of the condition, and prescribe for the subject a treatment adapted to his own case; and that no one treatment could by any possibility supply the lack of weight in all individuals regardless of the causes thereof or of the particular conditions present."

The trial also brought out the fact that people suffering from lack of weight due to tuberculosis, diabetes, Bright's disease or chronic diarrhea extending over a long period of years who wrote to the Sargol Company were urged to use Sargol and told that it would overcome the lack of weight. It was also shown that persons who had written to the company stating that they were suffering from nervousness and excitability following the removal of the ovaries, and due to such conditions as long continued dyspepsia, catarrh of the bladder of nine years' standing, abdominal tumor and pernicious anemia, also were told to take Sargol and informed that it would overcome their nervousness and irritability.

Of course, the Sargol Company had no difficulty in producing "experts" to uphold its claims. There never was a medical swindle so preposterous that members of the medical profession could not be hired to defend it. The Sargol case recalls the disgraceful state of affairs that was disclosed at the Wine of Cardui trial when the American Medical Association was put on the defensive because of its activities in attempting to protect the public from medical

humbug. In that trial the "patent medicine" interests were able to employ members and Fellows of the American Medical Association who not only lent aid and comfort to the enemies of the public health but attempted to discredit the testimony of decent physicians who belonged to the same organization of which these persons were members.

SARGOL "EXPERTS"

So in the Sargol case we find appearing in defense of this outrageous fraud physicians who, by virtue of their membership in their county and state societies, were enabled to become Fellows of the American Medical Association. They were:

Ernest Ellsworth Smith, M.D., New York City.—Member of the New York Medical Society, Member of the Medical Society of the State of New York.

Howard L. Davenport, M.D., Auburn, N. Y.—Member of the Cayuga County Medical Society, Member of the Medical Society of the State of New York.

Michael P. Conway, M.D., Auburn, N. Y.—Member of the Cayuga County Medical Society, Member of the Medical Society of the State of New York.

Gibson Benjamin Mack, M.D., Auburn, N. Y.—Member of the Cayuga County Medical Society, Member of the Medical Society of the State of New York.

WE INVITE
EVERY THIN MAN AND WOMAN HERE
Every Person in Minneapolis and Vicinity to Get Fat at Our Expense
w To Get Fat Free.
6 Box of New Discovery Free
HOW THIN PEOPLE MAY PUT ON FLESH
THIN, RUN DOWN MEN AND WOMEN
AIN IN WEIGHT FROM TEN TO FORTY POUNDS
Tells How Sargol Makes Pearish, Pooked People Plump and Happy

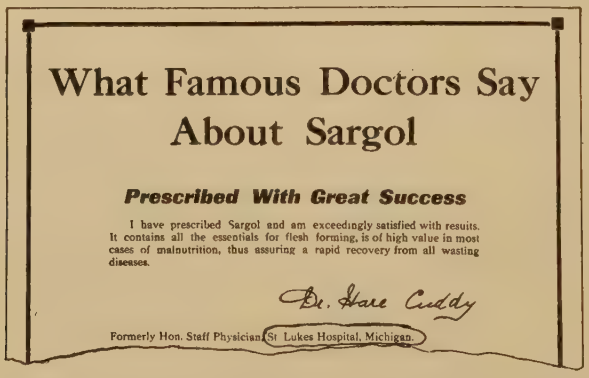
Extensive advertising was done in the newspapers both in the United States and Great Britain. In addition, the Sargol Company sent out large quantities of advertising circulars. Here are greatly reduced facsimiles of some of the advertising from these sources.

Ernest Ellsworth Smith, who testified that he devotes himself "especially to the specialty of nutrition," has appeared against the government in a number of cases. In 1910 the government was making a determined effort to break up the traffic in rotten eggs, a business that had reached huge proportions. For three years previously it had tried to put a stop to the business without any great amount of success. Then it prosecuted a man who was said to be the largest dealer in putrid eggs in the "rotten-egg district" of New York. He was charged with shipping a putrid mass of frozen egg product containing mold, blood clots, heads of embryo chicks, etc. After a trial before a jury he was found guilty and fined the maximum penalty for a first offense under the

federal law. The "expert" employed by this dealer in rotten eggs in defending himself against the government's charges was Ernest Ellsworth Smith!

In 1912 the United States government proceeded against a concern that sold "specialties" for confectioners. One of the "specialties" the company was charged with selling was a varnish used, it seems, in the trade, for the purpose of coating fudge candy. This varnish, the government charged, contained appreciable quantities of arsenic. The company was found guilty by the jury, although it afterward appealed the case. The company employed an expert in this case whose testimony was to the effect that the amount of arsenic present would not, in his opinion, be injurious to health. This expert was Ernest Ellsworth Smith!

In 1915 the government seized a number of packages of "Dr. Williams' Pink Pills for Pale People." This "patent medicine" was sold as a remedy for locomotor ataxia, partial paralysis, St. Vitus' Dance, rheumatism, leukorrhea, dysmenorrhea, spermatorrhea, impotence, etc. These claims the government charged were false and fraudulent. The Dr. Williams Medicine Com-



What Famous Doctors Say About Sargol

Prescribed With Great Success

I have prescribed Sargol and am exceedingly satisfied with results. It contains all the essentials for flesh forming, is of high value in most cases of malnutrition, thus assuring a rapid recovery from all wasting diseases.

Dr. Hare Cuddy

Formerly Hon. Staff Physician St. Lukes Hospital, Michigan.

Reports from alleged "famous doctors" were part of the advertising paraphernalia of the Sargol concern. Here is a reduced facsimile of what purported to be a report from "Dr. Hare Cuddy, Formerly Hon. Staff Physician, St. Luke's Hospital, Michigan." If there ever was a Dr. Hare Cuddy, we have been unable to locate him. The "St. Luke's Hospital" was a fraudulent concern that existed only on paper. Quacks all over the country have "certificates of membership" framed in their offices purporting to show that they are on the "staff" of St. Luke's Hospital.

pany took exceptions to the government's actions and attempted to defend the claims. The jury, however, decided that the government's contention was right and the court ordered the stuff destroyed. The company in this case also appealed. One of the experts to testify to the wondrous virtues of Williams' Pink Pills for Pale People was Ernest Ellsworth Smith. Smith admitted that he had prescribed these pills without a full knowledge of their composition.

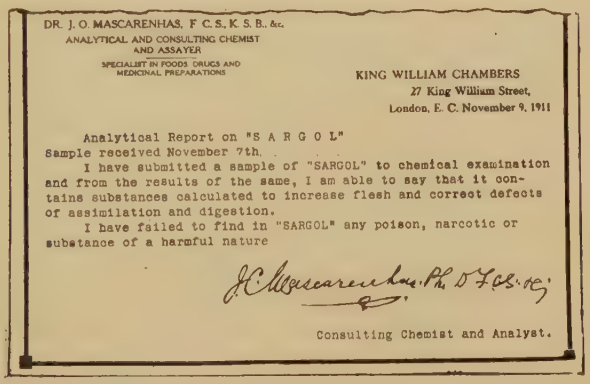
In addition to the medicolegal activities, Smith's articles on behalf of sodium benzoate, which appeared at the time of the controversy on this subject, will be remembered by many. Many physicians have doubtless received a brochure stamped "With Author's Compliments" and dealing with "Protein Diet for the Sick and Convalescent." It is a puff for that preposterously advertised nostrum "Sanatogen"; its author is E. E. Smith!

A "BUST DEVELOPER" ADVERTISEMENT!

Before leaving Dr. Smith, the following extract from the testimony during the Sargol trial is much too interesting to be allowed to remain buried in legal archives. Dr. Smith is testifying as to the effect of saw palmetto on a flat chested but otherwise normally healthy female:

> *"Question.*—What is the effect, if any, as you have spoken of, of the use of sabal (saw palmetto) on the bust of a female?"
>
> *"Dr. Smith.*—In the thin undeveloped condition of the bust the effect is to stimulate the growth and development of the bust to the ideally normal condition."

Of the other physicians who testified for the Sargol concern, Dr. Mack of Auburn was withdrawn from the stand before his testimony was completed and all his testimony stricken from the record. This action followed his cross-examination by Attorney Cregg when it was shown that Dr. Mack was the family physician of one of the jurors and before testifying had discussed the probable effect his testimony might have on this juror.



DR. J. O MASCARENHAS, F C S., K S B., &c.
ANALYTICAL AND CONSULTING CHEMIST
AND ASSAYER
SPECIALIST IN FOODS DRUGS AND
MEDICINAL PREPARATIONS

KING WILLIAM CHAMBERS
27 King William Street,
London, E. C. November 9, 1911

Analytical Report on "S A R G O L"
Sample received November 7th.

I have submitted a sample of "SARGOL" to chemical examination and from the results of the same, I am able to say that it contains substances calculated to increase flesh and correct defects of assimilation and digestion.

I have failed to find in "SARGOL" any poison, narcotic or substance of a harmful nature

J. O. Mascarenhas, Ph. D. F.C.S. &c.

Consulting Chemist and Analyst.

Fake "analytical reports" were also used by the Sargol concern. Here is a reduced facsimile of one of these. Sargol is not the only humbug that Mascarenhas has "reported" on.

Drs. Conway and Davenport both testified in effect, that among other things, taking four Sargol tablets a day for sixty days would increase the weight of a person who was naturally thin or who had become thin following some wasting disease or who was thin through malassimilation of food or from nervous indigestion of long standing. They further testified, in effect, that Sargol would tend to increase the weight of a tuberculous subject and would remove such nervous irritability or excitability as might follow the removal of the ovaries. Dr. Conway testified that in cases of pernicious anemia the "individual's blood would be changed for the better" by taking Sargol and that in cases of catarrh of the bladder Sargol would be of marked benefit because it would tend to increase weight and to cure the local condition. Dr. Davenport expressed the opinion that Sargol would tend to increase the weight of consumptives and of persons suffering from "kidney trouble," chronic diarrhea, catarrh of the bladder and pernicious anemia.

THE WORTHLESS "GUARANTEE"

In common with most medical mail-order fakers, the Sargol Company published an alleged guarantee promising to return without question the price paid for the treatment if the purchaser did not regard the results as satisfactory. After the purchase had been made this promise was qualified in such a manner as to make it of little, if any, value to the purchaser. The victim was advised that in order to obtain a refund it would be necessary for him to certify that he had taken the treatment faithfully every day and that during the entire period he had not been subject to any attack of sickness. Furthermore, it was necessary that he have two witnesses certify to the same fact. An additional requirement was that all the box covers in which the Sargol came, six in all, must be returned as a prerequisite to the refund.

FAKE ANALYTICAL REPORTS

The Sargol concern, to strengthen its claims for the nostrum, published what purported to be analytical and professional reports from alleged famous physicians and chemists. One of the reports was from a "Dr. J. C. Mascarenhas, F. C. S., K. S. B., &c" of London. Our files show that Mascarenhas has been connected with a fake degree-conferring organization, the "Society of Science, Letters and Art of London." Other American "patent medicine" fakers use his alleged analytical reports as advertising ammunition. Mascarenhas' report says that he failed to find any "poison" in Sargol. This may be due to the fact that the Sargol sold in Great Britain, unlike that sold in this country, had no strychnin in it. The British law would have required the package to be labeled "poison" had it had the composition of the American Sargol.

Another testimonial from an alleged "famous doctor" was from one "Dr. Hare Cuddy, Formerly Hon. Staff Physician, St. Luke's Hospital, Michigan." As many of THE JOURNAL readers remember, "St. Luke's Hospital," which existed chiefly on paper, was a scheme conducted from Niles, Mich., by a quack named Probert, who peddled certificates of membership in the hospital—price $25. Quacks all over the country have these "diplomas of membership" framed in their offices. In commenting on the alleged noted endorsers of Sargol, the solicitor of the Post Office Department said: "The investigation developed the fact that in some instances there never had been such physicians *in esse* and that in other instances they were quacks entitled to no credence whatever."

THE PROFESSION'S RESPONSIBILITY

The Sargol case has many points of interest to the profession. For some years the Propaganda department of THE JOURNAL has been receiving letters from physicians calling attention to Sargol and asking why it was possible for such an obvious swindle to be perpetrated year after year, and no action be taken. The facts in the Sargol trial answer this question. The postal authorities went to great trouble to collect evidence for the purpose of protecting the public against this fraud. The trial lasted many weeks and is said to have cost the United States more than $100,000. Although the business was palpably fraudulent, although the claims made for the nostrum were patently false, the defendants were able to employ physicians to go on the stand and swear that Sargol was a "flesh builder" and "bust developer"! Is it any wonder when such conditions obtain within the medical profession that officials whose duty it is to protect the public against fraud hesitate to attack humbugs of a medical nature? Medical fraud flourishes not only because of the credulity of the public but also because of the low ideals or the venality of a few members of the medical profession.—(*From the Journal A. M. A., March 24, 1917.*)

SKEEN'S STRICTURE CURE

For some years a concern in Cincinnati, which has gone under the names "D. A. Skeen" and "The D. A. Skeen Co." has advertised a mail-order treatment that was "guaranteed" to cure stricture or enlarged prostate. The overworked fraud-order department of the Post Office finally got around to this piece of quackery and has put it out of business by denying to the concern and its manager the use of the United States mails.

In July, 1919, George B. Poole—who was really the D. A. Skeen Co.—was called on by the federal authorities to show cause why a fraud order should not be issued against his business. When the case first came up for hearing, Poole and his attorney, Alfred G. Allen of Cincinnati, offered evidence in an attempt to defend the concern against the Government's charges. Later, Poole and his counsel, in correspondence with the federal officials, intimated that, rather than have a fraud order issued, the business would be discontinued. As a result, the Government offered to withhold further action, providing Poole would execute and file an affidavit to the effect that the business had been discontinued and would not be resumed any time in the future and that the postmaster at Cincinnati would be directed to treat all mail sent to the D. A. Skeen Co. as "refused."

STRICTURE TREATMENT Guaranteed
If suffering with Stricture, enlarged prostate, difficulty to retain or pass water, you will get immediate, entire and permanent relief by using
SKEEN'S PAINLESS REMEDY
NO CUTTING, DILATING OR DRUGGING
Use treatment 60 days. If not fully satisfied, I will return your money without complaint. No chance for you to lose a penny. My booklet, "AN HONEST TALK," with GUARANTEE, sent free—will open your eyes and convince you. Write D. A. SKEEN, Dept. 2, P. O. Box 356, Cincinnati, Ohio

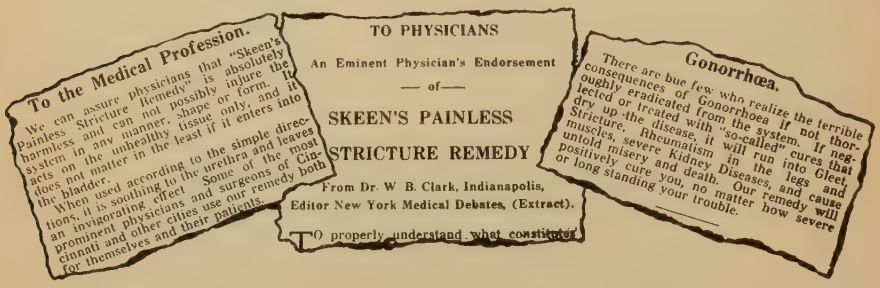
Typical advertisement of the Skeen Stricture Cure.

After leading the federal authorities to believe that this disposition of the case was desired, Poole refused to submit such an affidavit. As a result, the Government issued a fraud order against Poole and the D. A. Skeen Co.

The extracts that follow are taken from the memorandum of Judge W. H. Lamar, Solicitor for the Post Office to the Postmaster-General recommending the issuance of a fraud order.

> "The scheme in substance is to falsely represent to persons that a certain treatment known as 'Skeen's Painless Remedy,' sold by respondents through the mails for use according to directions, will cure any case of Stricture or Prostate Gland trouble, and all Genito-Urinary diseases and conditions, and other serious troubles which affect persons, regardless of the cause from which the disease or diseased condition arises, their seriousness or the length of their standing; and by means of such representations and promises obtain remittances of money in payment for said treatment. It appears from the evidence that the business done in pursuance of this scheme was started as early as 1885 by one David A. Skeen, who, according to Mr. Poole's testimony, had the treatment made up under a prescription of one of the 'oldest and best known physicians in the South,' although he could not give the name of this physician, nor was there anything in the records of respondent's business to show that they have had such a prescription. Skeen himself was not a physician and knew

nothing of the cure or treatment of diseases, or the effect of drugs on the human system, but depended solely on the remedy prepared from this alleged prescription to cure some of the most serious diseases with which persons can be afflicted. Skeen died in 1914. George Poole, the present manager and principal owner of the business, settled his estate, continued the business and incorporated the same under the name The D. A. Skeen Company. George B. Poole, who is the president of this concern, is 65 years of age. He is not a physician and does not employ or consult a physician in connection with the treatment of persons who deal with him through the mails. He did not consult any competent authority to ascertain whether it was safe and legitimate to treat these various diseases and conditions before continuing the business, but in order to induce the public to take this treatment placed advertisements in a large number of papers which have a general circulation through the mails and employed literature of the most misleading character for the purpose of having persons buy the remedy."


To the Medical Profession.
We can assure physicians that "Skeen's Painless Stricture Remedy" is absolutely harmless and can not possibly injure the system in any manner, shape or form. It acts on the unhealthy tissue only, and it does not matter in the least if it enters into the bladder.
When used according to the simple directions, it is soothing to the urethra and leaves an invigorating effect. Some of the most prominent physicians and surgeons of Cincinnati and other cities use our remedy both for themselves and their patients.
TO PHYSICIANS
An Eminent Physician's Endorsement
— of —
SKEEN'S PAINLESS
STRICTURE REMEDY
From Dr. W. B. Clark, Indianapolis,
Editor New York Medical Debates, (Extract).
TO properly understand what constitutes
Gonorrhœa.
There are bue few who realize the terrible consequences of Gonorrhœa if not thoroughly eradicated from the system. If neglected or treated with "so-called" cures that dry up the disease, it will run into Gleet, Stricture, Rheumatism in the legs and muscles, severe Kidney Diseases, and cause untold misery and death. Our remedy will positively cure you, no matter how severe or long standing your trouble.

Of course, the Skeen concern issued an advertising booklet. Here are miniature reproductions of portions of some of the pages in this booklet. The "Endorsement" of the Skeen "cure" by the "Eminent Physician" of Indianapolis occupied two pages of the booklet. We only have space for the heading.

The memorandum then quotes a number of typical advertisements used by Poole in obtaining purchasers for the Skeen "treatment." The stuff was analyzed in the Bureau of Chemistry of the Department of Agriculture and the analysis was submitted to the postal authorities in a report of Dr. Lyman F. Kebler, who has done much valuable work in aiding the Post Office in protecting the public against mail-order medical swindles. Dr. Kebler's report showed that the product was essentially a solution of ferric chlorid dissolved in alcohol and water:

Alcohol	45 per cent.
Solution of ferric chlorid	1.7 per cent.
Iron sulphate	.07 per cent.
Flavored with sassafras, etc.	

The memorandum continues:

"The evidence shows that this treatment consisting of one combination of drugs cannot reach and remove the serious diseased conditions which respondent urges can be permanently cured by the use of this remedy. The representations and promises above quoted and others appearing in respondent's advertising literature have been repeatedly shown to be false and fraudulent by the testimony of medical experts skilled in the science of the treatment of diseases and diseased conditions who have frequently been called upon to testify in similar medical mail order cases before the Post Office Department, and such testimony was adduced in this case and is a matter of record herein. This testimony was given by highly experienced and well qualified physicians and is based not only upon their actual experience in the treatment of these dis-

eases, but also upon certain well established physiological, anatomical and therapeutical facts with which they are familiar. The testimony shows that each of the numerous diseases and diseased conditions treated by these respondents with this one remedy may arise from many and varied causes, and in order to successfully treat such diseases and diseased conditions it is necessary first to ascertain the cause or causes thereof, and then intelligently apply a suitable treatment which will reach and remove such cause or causes, and in order to effect a cure the superinducing cause must be found and treated, that different causes often require different treatment and that no one treatment can or will cure all cases, and might not cure any."

Judge Lamar then quotes the evidence of the witnesses called by the Government in the case and concludes:

> "This and other testimony in the case very clearly indicates the falsity of the representations made by these respondents in order to market their treatment. It leaves no doubt as to the inability of the remedy to relieve and cure the various diseases and diseased conditions for which it is recommended. It shows that these conditons in question may arise from various causes each of which may require for its removal different treatment; that none of the drugs which compose the treatment used, either separately or in combination can, unless by chance, reach and remove the principal cause which produces the condition, and hence cannot effect the promised cure. The return of the postmaster at Cincinnati, Ohio, shows that about the time of the issuance of the citation in this case from 15 to 20 pieces of mail were received daily at that office addressed to The D. A. Skeen Company and delivered.
>
> "I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against The D. A. Skeen Company, and G. B. Poole, Manager, at Box 356, and 22 Opera Place, Cincinnati, Ohio."

The fraud order was issued December 3, 1919.—*(From The Journal A. M. A., Jan. 31, 1920.)*

STATE MEDICAL INSTITUTE OF OMAHA

On Jan. 24, 1917, W. T. Upton, E. F. Andrews and L. H. Staples pleaded guilty in the federal court at Omaha to conspiracy to use the United States mails for a scheme to defraud. Each was sentenced to pay a fine of $350; the fines were paid.

This trio was indicted March 15, 1913, and the men were arrested in November, 1913, when the Chicago *Tribune* was turning the light on the "men's specialists" quacks of Chicago. One of the firms of medical charlatans to which the *Tribune* devoted a good deal of attention was "Dr. Howe & Co." W. T. Upton was, according to the *Tribune's* report, manager of the Howe concern and also of a string of similar institutions operated under aliases in different parts of the country. Here in part is the *Tribune's* report[1] of the arrest of Upton, Andrews and Staples as it appeared in that paper, Nov. 9, 1913:

"Upton is charged with conspiracy with E. F. Andrews and L. H. Staples, both of whom reside in Omaha, to violate the postal laws by advertising the 'State Medical Institute,' which is the particular name given by the swindlers to their Omaha establishment.

1. The matter appears in full, with a large amount of additional information, in a pamphlet issued by the American Medical Association, "Men's Specialists."

"The indictment charges Upton and his two alleged fellow conspirators with representing the institute to be one conducted by skilled specialists in men's diseases, when, 'whereas, in truth and in fact, the institute was not a reliable concern, but was conducted solely for the unlawful, fraudulent, and felonious purpose of inducing persons to part with their money and property to said conspirators, without giving anything of value in return therefor.'

"Upton was arrested in his office by Deputy Marshal Charles Schrimple on a warrant issued by United States Commissioner Lewis F. Mason. He was taken to the federal building and gave bond before the commissioner. The bond was fixed at $2,000, signed by Alphonse Russell and Charles H. Touzalin, president of the Touzalin Advertising Agency. Assistant District Attorney Peter P. Mindak represented the government in the proceedings. . . .

"The request for Upton's arrest came from District Attorney F. S. Howell of Omaha, who forwarded a certified copy of the indictment. The document recites the method of the alleged conspiracy and contains copies of numerous letters sent out to intended victims by the 'State Medical Institute.'

"The means of accomplishing the fraud, according to the indictment, was to send through the mails letters, circulars, and pamphlets and to advertise in the newspapers that the 'State Medical Institute' 'was an old established and reliable medical institute, conducted by a large staff of skilled specialists of recognized ability in the treatment of diseases of men, and whose experience, reputation and standing was such as to merit confidence.'

"The indictment continues that it was claimed: 'That it could and would cure men in all stages of nervous debility, vital weakness and loss of power. That the said letters, circulars, pamphlets and advertisements were so framed as particularly to attract the attention of and excite the fears and prey upon the minds of boys and young men and cause them to believe themselves to be afflicted with diseases of a private insidious, and dangerous character, which if not at once arrested would result in permanent disability and loss of power, both physical and mental, when in fact they were in a normal and healthy condition and in need of no medical treatment whatever.'"

It thus appears that Upton, Andrews and Staples, in pleading guilty, admit that the "State Medical Institute," which they operated in Omaha, was conducted solely for the unlawful, fraudulent and felonious purpose of separating the credulous sick from their money "without giving anything of value in return therefor."—*(From The Journal A. M. A., Feb. 3, 1917.)*

TURNOCK MEDICAL COMPANY

The Turnock Medical Company was a fraudulent mail-order concern operating from Chicago. May 6, 1914, the Postmaster-General issued a fraud order against the Turnock Medical Company and Dr. T. Frank Lynott, the medical employee who is described in the Turnock "literature" as the "specialist in charge." At the time the federal authorities put the quietus on this fraud, the Turnock Medical Company was receiving about four thousand letters a day from the gullible sick, and its income is said to have been approximately $350,000 in the last year of its existence. It has been doing business eight years.

For some years past, the Propaganda Department has been keeping itself informed on the methods of the Turnock Medical Company and T. Frank Lynott. Until comparatively recently, the men behind the Turnock Medical Company are said to have been:

Eugene Katz, President and Treasurer.
George J. Katz, Vice-President.
Sam D. Katz, Secretary and Manager.

In the operation of a mail-order medical concern a knowledge of medicine is not necessary. A due appreciation of the gullibility of the sick; an absence

of moral sense; an utter disregard for truthfulness and common honesty—these are the essential requirements to make a commercial success of concerns like the Turnock Medical Company. And the Turnock concern apparently fulfilled these requirements.

THE PERSONNEL

Eugene Katz is said to have been a professional advertisement writer before he went into the fraudulent medical mail-order business. George J. Katz and Sam D. Katz were indicted by a federal grand jury in January, 1914, on the charge of operating a fraudulent mail-order concern under the style of "Dr. G. B. Abbott." The "Sam Katz Oxygen Catarrh Treatment" is another humbug operated from the same address as the Abbott swindle.

THE COMMERCIAL VALUE OF URIC ACID

The Turnock Medical Company sometimes advertised under its own name and sometimes under the name of Dr. T. Frank Lynott. Its advertising slogan was "Uric Acid." All diseases, according to the Lynott-Turnock theory, are due directly or indirectly to uric acid. During the past three or four years letters have been sent to the Turnock Medical Company under various names and from widely separated places, describing various hypothetical cases. One letter was sent in describing a well-advanced case of cancer of the rectum. According to Lynott's "diagnosis," this unfortunate individual had an "excess of uric acid." Wrote the quack:

> "I am positively certain in my own mind that I have the method to cure you. The suffering that you have undergone in the past must convince you that there is no time to be lost. . . . A person at your age has still a long and happy life ahead if the disease can be gotten rid of now.'

A letter mailed from another part of the country contained one of Lynott's "symptom blanks" on which check marks had been placed against the following symptoms: (1) "Too frequent desire to urinate"; (2) "Pain or soreness in the bladder"; (3) "Pain or soreness in the kidneys." This hypothetical party, according to Lynott's "diagnosis," also suffered from an "excess of uric acid," and Lynott wrote, per stock letter "A":

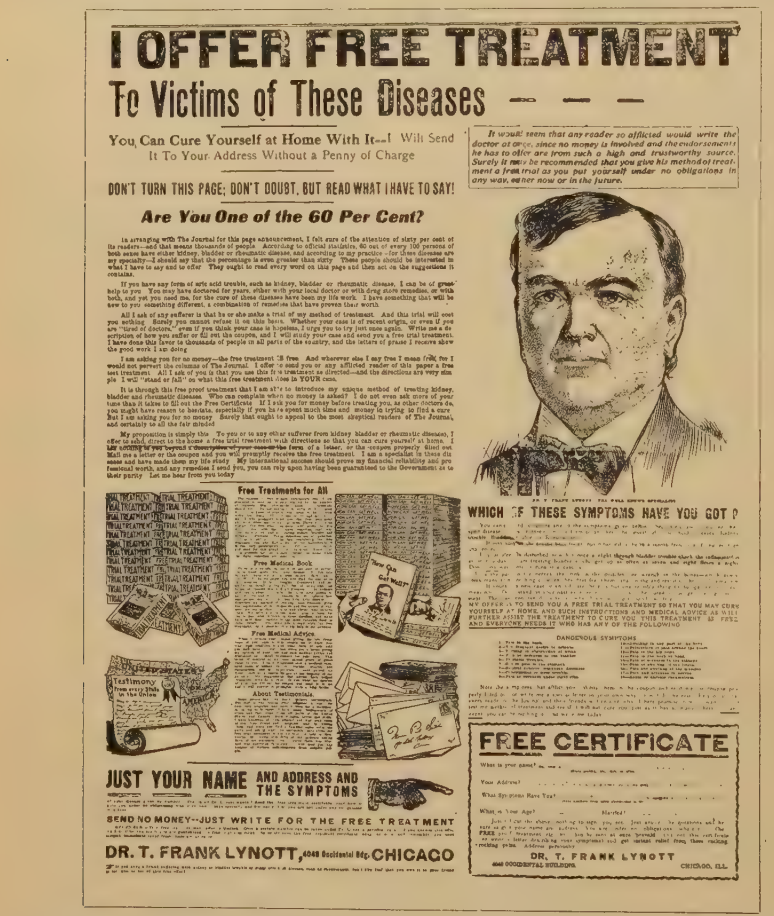
> "I am positively certain in my own mind that I have the method to cure you. The suffering that you have undergone in the past must convince you that there is no time to be be lost. . . . A person at your age has still a long and happy life ahead if the disease can be gotten rid of now."

A third letter, sent from still another address, merely asked about the Turnock Medical Company's "treatment." Its writer, too, was told he had excessive uric acid!

During the past three or four years, physicians have sent us letters received by some of their patients who had "fallen for" the Turnock advertisements, and in every instance, no matter what the ailment of the patient, Lynott was "positively certain" in his "own mind" that he could cure the patient. This merely meant, of course, that in common with all mail-order medical concerns, the Turnock Medical Company had an elaborate series of "form letters" that were sent out to the prospective victims that answer advertisements. The much vaunted "individual treatment" received by people who write to such concerns consists in turning the letter over to mailing clerks who see that a given stock letter is sent to the unfortunate sufferer and dupe—prospective or present.

THE FREE TRIAL TREATMENT

The scheme of the Turnock Medical Company was to advertise a free treatment. "I am giving away $10,000 worth of medicine," declared Dr. T. Frank Lynott. The Turnock advertisements also contained a list of eighteen "symptoms" which "uric acid sufferers" might be expected to have. Symptom 1 was "Pain in the Back." As this symptom bears about as much relation to "excessive uric acid" as it does to that equally vague and uncertain condition known as "female trouble," it might be counted on to catch many "suckers."



I OFFER FREE TREATMENT

To Victims of These Diseases

You Can Cure Yourself at Home With It—I Will Send It To Your Address Without a Penny of Charge

It would seem that any reader so afflicted would write the doctor at once, since no money is involved and the endorsements he has to offer are from such a high and trustworthy source. Surely it now be recommended that you give his method of treatment a free trial as you put yourself under no obligations in any way, either now or in the future.

DON'T TURN THIS PAGE; DON'T DOUBT, BUT READ WHAT I HAVE TO SAY!

Are You One of the 60 Per Cent?

In arranging with The Journal for this page announcement, I felt sure of the attention of sixty per cent of its readers—and that means thousands of people. According to official statistics, 60 out of every 100 persons of both sexes have either kidney, bladder or rheumatic disease, and according to my practice—for these diseases are my specialty—I should say that the percentage is even greater than sixty. These people should be interested in what I have to say and to offer. They ought to read every word on this page and then act on the suggestions it contains.

If you have any form of uric acid trouble, such as kidney, bladder or rheumatic disease, I can be of great help to you. You may have doctored for years, either with your local doctor or with drug store remedies, or with both, and yet you need me, for the cure of these diseases have been my life work. I have something that will be new to you—something different, a combination of remedies that have proven their worth.

All I ask of any sufferer is that he or she make a trial of my method of treatment. And this trial will cost you nothing. Surely you cannot refuse it on this basis. Whether your case is of recent origin, or even if you are "tired of doctors," even if you think your case is hopeless, I urge you to try just once again. Write me a description of how you suffer or fill out the coupon, and I will study your case and send you a free trial treatment. I have done this favor to thousands of people in all parts of the country, and the letters it brings I receive show the good work I am doing.

I am asking you for no money—the free treatment is free. And wherever else I say free I mean free, for I would not pervert the columns of The Journal. I offer to send you or any afflicted reader of this paper a free test treatment. All I ask of you is that you use this treatment as directed—and the directions are very simple. I will "stand or fall" on what this free treatment does in YOUR case.

It is through this free proof treatment that I am able to introduce my unique method of treating kidney, bladder and rheumatic diseases. Who can complain when no money is asked? I do not even ask more of your time than it takes to fill out the Free Certificate. If I ask you for money before treating you, as other doctors do, you might have reason to hesitate, especially if you have spent much time and money in trying to find a cure. But I am asking you for no money. Surely that ought to appeal to the most skeptical readers of The Journal, and certainly to all the fair minded.

My proposition is simply this: To you or to any other sufferer from kidney, bladder or rheumatic diseases, I offer to send, direct to the home, a free trial treatment with directions so that you can cure yourself at home. If ~~by writing to me, you will describe your case in the form~~ of a letter, or the coupon properly filled out. Mail me a letter or the coupon and you will promptly receive the free treatment. I am a specialist in these diseases and have made them my life study. My international success should prove my financial reliability and professional worth, and any remedies I send you, you can rely upon having been guaranteed to the Government, or to their purity. Let me hear from you today.

Free Treatments for All

Free Medical Book

Free Medical Advice

About Testimonials

WHICH OF THESE SYMPTOMS HAVE YOU GOT?

DANGEROUS SYMPTOMS

FREE CERTIFICATE

What is your name?

Your Address?

What Symptoms Have You?

What is Your Age?

DR. T. FRANK LYNOTT

JUST YOUR NAME AND ADDRESS AND THE SYMPTOMS

SEND NO MONEY—JUST WRITE FOR THE FREE TREATMENT

DR. T. FRANK LYNOTT, 4048 Occidental Bldg. CHICAGO

The original advertisement, of which this is a greatly reduced reproduction, measured 22 inches by 16 inches. Such advertising costs money! But the Turnock Medical Company, through its fraudulent business, took in $350,000.00 during the last twelve months of its operation.

Symptom 5 was "Prostatic Trouble"—also, we are asked to believe, the result of "excessive uric acid." Symptom 8 was "Pain or Soreness under the Right Rib," Symptom 10, "Constipation or Liver Trouble" and Symptom 13, "Pain in the Neck or Head." The all-inclusive character of these symptoms made it

easy to impress the general public with the idea that "excessive uric acid" was the *bête noire* of existence; hence, send for a "free trial treatment" of Dr. Turnock's Genuine Discovery!

THE "FOLLOW-UP" SYSTEM

Possibly the best way of describing the methods pursued by the Turnock Medical Company will be to give in some detail one of a number of cases that have been followed up by THE JOURNAL.

A postal card was written by a man we will call Mr. Blank, from a town in North Carolina. It asked the Turnock Medical Company for information regarding its "treatment," but gave no description of a case, either real or hypothetical. By return mail back came form-letter, "T. F. L. 2," reading in part as follows:

"My dear Mr. Blank:—Your request came duly to hand, and knowing that you must be anxious to hear from me, I hasten to reply enclosing the promised free matter. But I want to give your case careful and conscientious study, as it presents many interesting phases to me, and rather than give a hasty diagnosis, I prefer to give the symptoms, etc., complete thought for a few days, and then let you hear from me in detail with confidential facts.

"In the meantime, in order that you should not be kept waiting, and so that you may have your system nicely prepared for treatment, I enclose herewith a free supply of Dr. Turnocks' Genuine Discovery in the form of general specific Uric Acid medication, which will apply to your case for the present in a general way. I will then have completed my regular and confidential diagnosis and found out just exactly what you need in every particular as to ingredients, medications, diet, special advice, etc., so that I can then recommend with sincerity a reliable and accurate personal specific for your cure. I am also anxious to compare your case with others I have treated in the past 25 years."

The "free" matter referred to in the letter consisted of a book entitled, "How Can I Get Well?" and a small cardboard box containing a number of small sugar-coated tablets. Four days later came form-letter, "T. F. L. 3," reading in part as follows:

"My dear Friend:—You were expecting to hear from me before this, but several points came up that required attention and delayed me. I have now completed a most careful personal examination of your case and can say with all truth that I feel absolutely sure you are curable. In the short space of a letter a full and detailed description of your symptoms, or the causes and effects of your afflictions could not be given. But in the pictorial pamphlet "How Can I Get Well?" that I sent you with the free trial treatment, I have more fully described your diseases, which are *Kidney Trouble and Excess of Uric Acid, on pages, 14 & 15, 32 & 36 & 33 & 49.*

"I am positively certain in my own mind that I can cure you. The suffering that you have undergone in the past must convince you that there is no time to be lost. The older a disease like yours gets the more misery and pain it causes. The sooner it is cured the more days you have to enjoy life, and the longer your life will last. A person at your age has still a long and happy life ahead if the disease can be got rid of now.

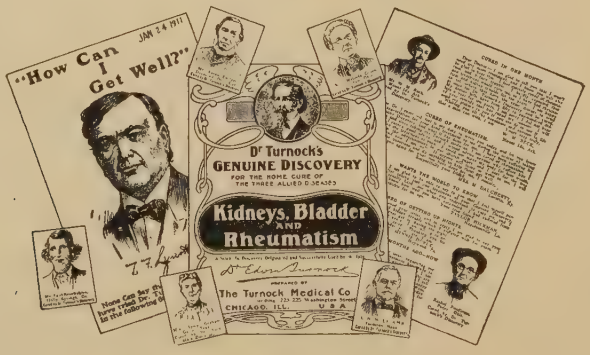
"Realizing how necessary it is that you shall begin your cure at once, I have sent the full course of home treatment direct to your address to-day by mail at our expense. This will give you a chance to see what you are getting. Most doctors would ask you for the money first, but that takes time, and you have no time to lose; other doctors send treatment by Express C. O. D., but this is neither honorable nor fair, as you can't see what you are getting and it adds to your expense. So I thought that the Direct Delivery would be the better way, and I know you will agree with me and appreciate it."

PLEASE REMIT THREE DOLLARS

For the "full course of home treatment" the victim thus has foisted on him unasked, he is requested to remit $3. Should he not care to take the treatment, he is told: "Do not return it until I send postage as it may get lost." The reason for this warning is twofold: First, it permits the victim to retain the pills during a period in which he will be bombarded with insistent follow-up letters from Lynott urging him to take the "treatment" and in time reducing the price asked for it; second, as it costs four cents postage to send

these pills, it would be a losing game for Lynott to request their return as the "$3 treatment" was not worth four cents. As a matter of fact, of all the cases THE JOURNAL has investigated—and they are many—in not one did the Turnock Medical Company ever send the four cents for the return of their "treatment" for which they asked $3.

The "full course of home treatment" came in a cardboard box about 4 inches square and 1 inch deep. In this box were three other boxes; one of them contained about thirty oblong, sugar-coated tablets, colored a vivid vermilion; box 2 contained about the same number of tablets of the same size colored a rich purple; box 3 contained two kinds of tablets, one labeled "Constitutional Remedy," and the other, "Vitalizer Remedy." The "Constitutional Remedy" consisted of twenty-three small chocolate-coated tablets, laxative in character and apparently nothing more than the common aloin, belladonna and strychnin pill. The "Vitalizer Remedy" consisted of fourteen sugar-coated tablets bright orange in color. No matter what the case, the victims all received the same purple, scarlet, orange and chocolate-coated tablets and the same set of follow-up letters.



Some pages and clippings from the book "How Can I Get Well," sent out by the Turnock Medical Company.

If no notice was taken of the letters or pills, form-letter "T. F. L. 4" came in due time. Dr. Lynott was feeling pained at the patient's indifference. He wrote:

"*My dear Mr. Blank*:—Excuse me for writing you so soon again, but it seems strange I have not had a definite answer from you since sending the special treatment. I ask you is this fair? Is this treating me as kindly as I treated you? I want you to consider the 101 names of cured people, covering every Uric Acid disease that I guarantee to cure. Now could I have so many testimonials from total strangers if Dr. Turnock's Genuine Discovery were not a wonderful curative home treatment?

"I have made you the lowest price I can possibly make you. It is lower than you can get such treatment for anywhere else in the world. It is less than one-half what thousands of others have paid in the past. It is simply the price of one visit to any reputable physician. And I include a whole treatment of medicine and I charge nothing extra for my professional services. What more can you ask?

"I have given you endless proof of what the treatment will do for you, have legally guaranteed to cure you and have offered you a treatment that has always sold for five dollars for just three dollars, and if you now want to know about my own and the Company's responsibility—its financial ability to carry out guarantees—then write to the Colonial Trust and Savings Bank, to Chas. J. Grady, or A. E. Fechter, his successor, one of the most prominent druggists in Chicago, to Roberts & MacAvinche, among the best known concerns of its kind in the world, and to your friends who live in Chicago

Thus, and much more; closing with the statement: "I look for your order just as fast as the mails can bring it." Continued silence brought "T. F. L. 5," in which Lynott says:

"*My dear Mr. Blank*:—I enclose herewith a copy of a letter I addressed to you some days ago, as I have not heard from you regarding the matter. Whether the other letter reached you or not, do me the favor to read the attached letter over again. I believe it will convince you that you ought to pay for the treatment and begin to use it at once.

Some of the numerous letterheads used at different times by the Lynott-Turnock outfit.

"This is no trifling matter, and that is why I took it upon myself to send you the treatment without loss of time. That proves my sincerity and friendship to you.

"This treatment is suited to your case. I feel positive it will cure you. I have successfully cured hundreds upon hundreds of people, so why should you doubt that I know how to cure you?

"I specialize in uric acid ailments such as yours and their complications. I specialize therefore in the very disease that you have. Why should I not be able to cure you? Are the tens of thousands I have treated no advantage in my favor?"

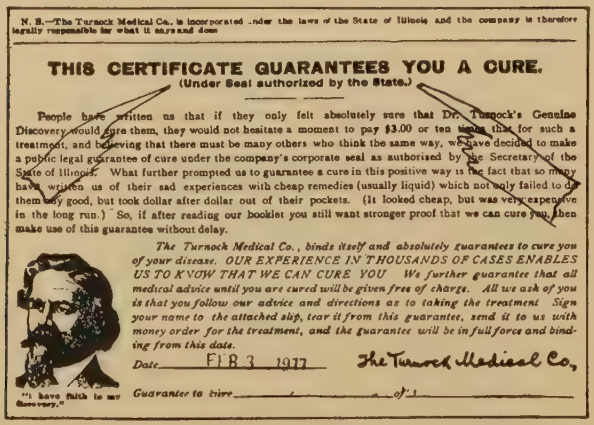
NOW OFFERED AT HALF PRICE

"Do not ignore this matter," continues Dr. Lynott. "It may be that the span of your life depends on my treatment." In form-letter "T. F. L. 6," Turnock cuts the price in half.

"*My dear Mr. Blank.*—Have been trying to find a reason why you have not yet accepted the treatment recently sent you at my expense. Have come to the conclusion that perhaps you cannot afford to pay out three dollars just at this time, and yet you do not feel like writing me about it and asking for a reduction.

"If that is so I will at once put you in a position where you can easily get the treatment. I know that sick people have many expenses, and I want to help them in every way I can and do all in my power to lighten their burdens. So by following the advice contained in the letter you will be safe. It is this:

"Send me one dollar and a half and take the treatment. This is a reduction of one-half, or fifty per cent. I do this because I believe you need the treatment, and I hope you will appreciate the reduction."



N. B.—The Turnock Medical Co., is incorporated under the laws of the State of Illinois and the company is therefore legally responsible for what it says and does

THIS CERTIFICATE GUARANTEES YOU A CURE.

(Under Seal authorized by the State.)

People have written us that if they only felt absolutely sure that Dr. Turnock's Genuine Discovery would cure them, they would not hesitate a moment to pay $3.00 or ten times that for such a treatment, and believing that there must be many others who think the same way, we have decided to make a public legal guarantee of cure under the company's corporate seal as authorized by the Secretary of the State of Illinois. What further prompted us to guarantee a cure in this positive way is the fact that so many have written us of their sad experiences with cheap remedies (usually liquid) which not only failed to do them any good, but took dollar after dollar out of their pockets. (It looked cheap, but was very expensive in the long run.) So, if after reading our booklet you still want stronger proof that we can cure you, then make use of this guarantee without delay.

The Turnock Medical Co., binds itself and absolutely guarantees to cure you of your disease. OUR EXPERIENCE IN THOUSANDS OF CASES ENABLES US TO KNOW THAT WE CAN CURE YOU We further guarantee that all medical advice until you are cured will be given free of charge. All we ask of you is that you follow our advice and directions as to taking the treatment Sign your name to the attached slip, tear it from this guarantee, send it to us with money order for the treatment, and the guarantee will be in full force and binding from this date.

Date FEB 3 1917 *The Turnock Medical Co.,*

Guarantee to thrive _____ *of* _____

"I have faith in my discovery."

Every fraudulent mail-order concern issues a certificate guaranteeing either a cure or a return of your money; the Turnock Company was no exception. Here is a reduced reproduction of the Turnock Medical Company's "guarantee certificate." Note the impression the concern attempted to give that the guarantee was authorized by the State.

Then another wait, and a printed form comes offering the "treatment" for "Only One Dollar." If this, too, fails to bring results, the Turnock Medical Company charges the form-letters and pills up to profit and loss, drops the name from its mailing list and presumably rents or sells it to other concerns in similar fraudulent businesses.

In the memorandum of Assistant Attorney-General Lamar to the postmaster-general recommending the issuance of a fraud order against the Turnock Medical Company and Dr. T. Frank Lynott, most of the facts already given were brought out. In addition, the following came to light:

THE READ-KATZ ARRANGEMENT

The individual claiming to be the sole owner of the Turnock Medical Company at the time the case was brought up for trial was one George H. Read. He was represented in this case by Attorney W. Knox Haynes of Chicago, the same lawyer, by the way, that appeared in defense of the Marjorie Hamilton and Texas Guinan frauds. Drs. Frederick A. Jefferson and James W. Hall of Chicago appeared as expert witnesses for the Turnock fakery. While Eugene

Katz was alleged to have withdrawn from the Turnock business, the following quotation from the Assistant Attorney-General's memorandum throws an interesting light on the real facts of the case:

"Mr. Read claims that he purchased the business from Katz in May for a consideration of $125,000, represented by twenty-five notes payable over a period of about one year. Mr. Read admitted that the net receipts of the business for the year preceding the alleged sale were approximately $70,000, that the stock is on deposit as security for the notes; that there was an understanding that the notes were to be allowed to run at interest after maturity

CORRESPONDENCE IN ENGLISH-GERMAN-SWEDISH NORWEGIAN-DANISH & FINNISH

TELEPHONE MAIN 817

The Turnock MEDICAL CO.

S 6

SPECIALTY URIC ACID DISEASES KIDNEY, BLADDER & RHEUMATISM 223-225 WASHINGTON ST (OCCIDENTAL BUILDING) CHICAGO,

REFERENCES COLONIAL TRUST & SAVINGS BANK, ALL COMMERCIAL AGENCIES.

Send Me a Dollar!

When you wrote us for treatment we sent you some free. Then when your symptom blank came, we decided that you urgently needed regular treatment. What did we do? Keep writing you letters about it asking for money in advance, and wasting your time and postage, while giving your disease a chance to get worse?

NO!

We sent you the treatment you needed and prepaid the charges. The company took the chances, not you. How did we come out of the transaction? Very badly. We lost all around. We went to great expense and got nothing for it. Now we ask you kindly to

Help Pay Expenses

It is costly to send out remedies the way we do. And yet we believe it is the only way to do it in justice to those who are sick. It gives them a "square deal" in seeing what they are getting. All we ask is a square deal.

The symptom blank you filled out showed clearly that you needed the kind of treatment I sent you. Then why not take it? It is as good today as it ever was. Take it, and send the company only one dollar and thus help pay expenses, while at the same time helping yourself to be cured. Or, if you know of a friend who needs such a treatment, make them a present of it. How can you spend a dollar to better advantage?

I won't say another word. Send the dollar and take the treatment. Make your remittance to

DR. T. FRANK LYNOTT
or THE TURNOCK MEDICAL CO.

Photographic reproduction, greatly reduced, of the last of the follow-up series in which Lynott offered to take one dollar for the treatment for which he first asked three dollars. If this offer were not acepted it did not pay Lynott to send the four cents postage necessary for the return of the pills.

if not paid at that time; that a report is made each month relative to the business by Read to Katz, and that they have had a number of interviews since the alleged transfer although Katz has since then been a resident of New York.' On the advice of counsel, Mr. Read declined to produce any of the monthly reports which he has made to Katz. Read admitted further that he draws from the business as a salary, $10,000 a year. It is apparent that Katz has retained more or less of an influence and interest in the conduct of the business."

ALL "TREATMENTS" THE SAME

The postal inspectors who investigated the Lynott fraud submitted under assumed names a number of the symptom coupons from the Turnock adver-

tisements checking different symptoms. They, in common with others who answered advertisements, received the regular follow-up letters, the "free trial treatment" of pills and the unasked for, "full course of home treatment." On this point the Assistant Attorney-General said:

"The evidence shows that the treatment sent in all of these cases was the same, and consisted of well-known drugs which are sometimes prescribed by physicians as diuretics, expectorants, stimulants and cathartics, dependent on the conditions present in each individual case. The 'free treatment' consisted of the same medicine, but in smaller quantity. The medicine thus sent out

Cured Patients in Every State in the Union!
OF ALL CREEDS, RACES AND NATIONALITIES
Skeptical Ones Now Convinced
A Remarkable Cure!
Cured of Weak Back
Unable to do any Work for a Year.
Tried Everything; We Cured Him
PRAISES IT PUBLICLY.
Could Hardly Walk
Of All Ages and Climes!
Others Failed; We Succeeded.
Had to Get up Nights!
Miracle of Miracles!
Gave Up Hope; Saved By Us
Cured by Less than One Treatment.
Cured Kidney Trouble
Feels so Good, Works on His Farm Every Day
Waits to See if Disease Will Return.
Words of Gratitude
Of All Ages and Climes!
$1,000 FORFEITURE
We take it for granted that you have read every one of these letters carefully. You doubtless consider them marvelous. You wonder if can it be true? To prove to you that Dr. Turnock's Genuine Discovery is curing legions of people in all parts of the country, we will give one thousand dollars in gold (or any amount you name), if you or any one else can prove that any of these testimonials are other than GENUINE. Forfeiture is what you want, if you would rather be healthy than sick, this is the treatment for you. Send for it. Time unnecessary in being sick.

Testimonials by the yard! This sheet in the original measured two feet long by one and one-half feet wide and was printed on both sides. The picture in the center of the page is supposed to represent "Dr. Turnock"—who, like Lydia Pinkham, is no more! In the more recent sheets of this kind Lynott's picture is substituted for Turnock's

is intended for the elimination of excessive uric acid from the system, and is of some value for this purpose when prescribed in accordance with the individual requirements of each case.

"That the symptoms set forth above may arise from a number of causes is such a well-recognized fact as hardly to require expert testimony to prove. However, the physicians who were present at the hearing were examined on this point, and they agreed that none of these symptoms, taken alone or in combination with any or all of the others necessarily indicated an excess of

uric acid in the system but might be due to other conditions requiring treatment of another kind. On this point there was no contrariety of evidence. While the physicians who appeared voluntarily at the request of this office asserted that there were many other causes of these symptoms just as common, if not more so, than excessive uric acid, the experts employed by the respondents stated that, although there were many other causes, excessive uric acid was the most common. In view of their admission, however, that there are many other causes, it follows that even on this theory, excessive uric acid is the cause in only a small percentage of the cases. The physicians called by this office also testified that some of the diseases represented by these symptoms were incurable and others curable only by a surgical operation, and that the applicability of this medicine in any case where the symptoms were in fact due to excess of uric acid was dependent on the conditions present in each individual case. Whether, then, this treatment would be of any value whatsoever in any case where prescribed in accordance with this system is entirely a matter of chance. I am satisfied from the evidence that all of the above facts were at all times well known to the respondents.

REPRESENTATIONS FALSE AND FRAUDULENT

"I therefore find that the above representations calculated to lead the reader to believe that, if he is suffering from any of the symptoms set forth in the advertisement, he is in need of the medicine offered by this company; that the company can and will diagnose the disease from which the addressee of the form-letters is suffering, by this system; that it has determined the disease or diseases from which the addressee is suffering; that it has determined that the addressee is curable, and that it knows that the medicine is suited to the case—are all false and fraudulent. I also find that the representations contained in the advertisement calculated to lead the reader to believe that he may obtain free a remedy for his disease is a fraudulent device intended to induce the sending to the company of names and addresses without making the promised return therefor, but instead thereafter advising the writer in effect that the remedy necessary for his cure must be paid for. I also find from the evidence that this treatment prescribed in this way is not of the efficacy represented in the advertising matter of this concern, and that it is in fact not different from, or better than, other treatments used for the same purpose."

NOT A MATTER OF OPINION

Like every quack and every exploiter of fraudulent "patent medicines" when caught in the net of the law the argument was advanced that the curative value of the Turnock Treatment was a matter of "opinion." To quote again from the Attorney-General's memorandum:

"In argument and in his brief, Mr. Haynes insists that the question in this case is a question of opinion, and therefore not a proper question for the Postmaster-General to determine one way or the other. The question in the case is not, however, as he assumes, whether or not this medicine will cure or benefit conditions due to excess of uric acid, but whether or not the company makes false and fraudulent representations of fact in order to accomplish the sale of the medicine; and that it does so is, in my opinion, clearly shown by the evidence. The inevitable result of the system followed by this company in its treatment of disease is the defrauding of a large number of people out of money which they can ill afford to lose for drugs for which they have no need, and in a great many cases a resultant postponement of proper treatment, in some instances until too late."

In view of these facts Judge Lamar reported to the Postmaster-General:

"I find that this is a scheme for obtaining money and property through the mails by means of false and fraudulent pretenses, representations and promises, in violation of Sections 3929 and 4041 of the Revised Statutes, as amended; and therefore recommend that a fraud order be issued against the parties named in the caption of this memorandum."

As previously stated, the mails were closed to the Turnock Medical Company and Dr. T. Frank Lynott on May 6, 1914.

A business that brings in $350,000 a year is, it seems, not one to be abandoned without a fight. After the fraud order was issued the Turnock Medical Company filed a petition for injunction to prevent its enforcement. The judge, however, sustained the decision of the Postmaster-General.—*(From The Journal A. M. A., May 23, 1914.)*

WILLARD PYORRHEA TREATMENT

After defrauding the public of amounts estimated by federal investigators at $75,000 a year by means of a fake "cure" for pyorrhea, F. W. Willard, M.D., D.D.S., has been denied the use of the United States mails. Willard himself seems to have been merely a hireling, for the official report of the government declares that the owner of the business was Dr. Oren Oneal. Some of our readers will remember Samuel Hopkins Adams' characterization of Oneal in his "Great American Fraud" series. At that time Mr. Adams said:

"If I were organizing an American Institute of Quack Specialists I should select Dr. Oren Oneal of Chicago as the first president. The artful plausibility of his advertising, his ingenuity in 'jollying along' the patient for his reluctant dollars, the widespread familiarity of his features through the magazine pages, and, above all, his sleek and polished personality, make him the natural candidate."

And more to the same effect. Mr. Adams went further. He investigated Oneal's methods with some degree of thoroughness and when he brought to the quack's attention concrete examples of the disreputable methods employed, Oneal insisted that all Mr. Adams had against him were "a few technicalities." To this Mr. Adams responded:

"Dr. Oneal is proceeding on a false premise. I have nothing against him; I found him a singularly agreeable and frank specimen of the genus Quack. But every man, woman and child who reads his advertisements has this against him and against the magazines that print his stuff; that he is a maker of lying promises, a deliberate swindler, and a tamperer with blindness at the peril of others, for a fifty-dollar fee."

This was over ten years ago. Eye-quackery stock having, apparently, taken a slump, Oneal has turned to tooth-quackery and the blatant advertisements of the Willard concern have for some time been an offense against decency and honesty.

The company seems to have been incorporated under the Illinois law in 1912. At that time its president was one M. L. Katz who, it seems, had been engaged in the advertising business in a small way. Willard was at first vice president and secretary, while Oneal was the third member of the corporate body. In 1915, Oneal acquired Katz' interest and Willard became president with Oneal as general manager. It was brought out in the government investigation that Willard received a salary for his services as "president and medical adviser" and claimed to have nothing to do with the business management of the fakery which he stated was under the sole direction of Oneal.

In July, 1916, Willard was called on by the government to show cause on or before Sept. 26, 1916, why a fraud order should not be issued against him and the company. On the date set, Willard and Oneal presented themselves at the office of the Solicitor of the Post Office Department having as their legal representative one W. M. Ketcham of Chicago. Ketcham apparently operates a business having the somewhat imposing name "Federal Advisory Association." Ketcham was a postoffice inspector for a number of years, but in 1910 went into business for himself. The apparent object of the "Federal

Advisory Association" is to furnish information, to those willing to pay for it, on the question of how they may use the United States mails without technically violating the law. From other material in our files, it seems that the "Federal Advisory Association" also essays to offer suggestions on the wording of "patent medicine" labels and cartons.

THE HOUSEHOLD

Avoid Torture of the Dentist Chair

Wonderful New Treatment for Loose, Aching, Sensitive Teeth; Sore, Bleeding, Receding Gums and General Sore Mouth Conditions. Will Save You Useless Torture, Save Your Teeth and Save You Money. Results are Positively Wonderful. Read This:

SORE TEETH—DISEASED GUMS

Dreaded Pyorrhea or Riggs Disease Has Been Conquered. Dental Torture, Loss of Teeth and Other Terrible Consequences Can Now Be Avoided Without Pain, at Home. You Don't Need a Dentist.

Pyorrhea Victims Among All Classes

Why Suffer Any Longer?

Dr. Willard's Book Sent FREE to All Sufferers.

Read These Letters

My Book Tells All About It FREE

Neglect is a Serious Mistake

Lay Aside Your Dread and Fear

Save the Teeth That Nature Gave You

DO IT NOW Don't Wait

Today Is Better Than Tomorrow. Fill Out the COUPON NOW

Dr. F. W. Willard, A 41 Powers Bldg., Chicago, Ill.

Get This GREAT Book and Full Information About How to Save Your Teeth Without Pain FREE—Write Now

Typical "scare stuff"! Reduced facsimile of a full page advertisement that appeared in one of the cheap monthly magazines.

Francis W. Willard was graduated by Marion Sims College of Medicine, St. Louis, in 1891. This fact, verified by the records, is admitted in one of the Willard booklets which states further: "After practicing medicine for some time he began the study of dentistry . . . and was graduated from the dental department of the Washington University." Curiously enough, however, another piece of advertising sent out by the Willard concern is a photographic reproduction of Willard's alleged diploma from the dental college. This diploma gives the date of his dental graduation as 1890—one year *before* he was graduated in medicine! According to our records, Willard was a dentist at Anna, Ill., for a number of years before coming to Chicago.

PYORRHEA CURED BY MAIL!

The business of the Willard concern was the sale on the mail-order plan of a so-called home treatment for pyorrhea or Riggs' disease. The "treatment" consisted of five remedies, three to be taken internally and two to be used in the mouth. The price asked was $5 for an amount sufficient to last thirty days if used in accordance with directions. Advertisements placed in such newspapers and magazines as were not above participating in the profits of this fraud were mediums by which Willard-Oneal got in touch with their victims. The advertisements urged the reader to send for the free illustrated book and full information regarding the alleged treatment. Those that sent for it received a small booklet with circular matter and an order blank. The following quotations from the booklet indicate the character of the claims made for the treatment:

"I have originated and perfected my two-fold treatment—a treatment which is both local and constitutional—which has had and is having such remarkable success. I may claim in all modesty that I probably have treated more cases of Pyorrhea than any other dentist in this country, and the fact that I have been so universally successful proves that my treatment is correct. This is why you should pay close attention to one who knows the real and underlying cause of this trouble and who knows how and why it may be relieved by a simple, inexpensive home treatment."

"Dr. Willard's treatment is a two-fold or combination treatment. Dr. Willard's treatment consists of remedies for relieving and counteracting the local conditions in the mouth. The first essential is absolute cleanliness, and this is secured by ingredients, carefully and scientifically compounded for this special purpose that kill the surface germs and render the mouth tissues antiseptically clean. It was necessary to spend a great deal of time in experimentation before it was possible to produce a remedy that was at the same time very powerful as a germicide and cleanser and non-irritating to the delicate mucous membrane of the mouth. In addition to these qualities it contains the wonderful remedy, Emetine, which is claimed by many noted authorities to be an absolute specific for Pyorrhea. There is no alcohol or any harmful substance in it."

"The next step after antiseptically cleansing the mouth and gums is to combat the diseased condition existing in the gums themselves. This is accomplished by means of a medicated cream—extremely penetrating—that is gently rubbed into the gums with the finger. . . . Its effects are apparent almost at once and great relief may be confidently expected from the very start."

PLAYING ON FEAR

In all his "literature" Willard emphasized and kept ever before the mind of the reader the fact that some dental operations are accompanied by pain while his mail-order treatment was painless. For instance:

"Painful Operations and Treatment may Be Avoided."

"With Dr. Willard's treatment there is absolutely no suffering of any kind."

"Loose and diseased teeth may be restored to their normal health and firmness without the least discomfort."

"The gums may be healed without the slightest pain."

The entire scheme is well set forth by Judge W. H. Laman, Solicitor for the Post Office Department, in his memorandum to the Postmaster-General recommending the issuance of a fraud order. We quote freely from the memorandum:

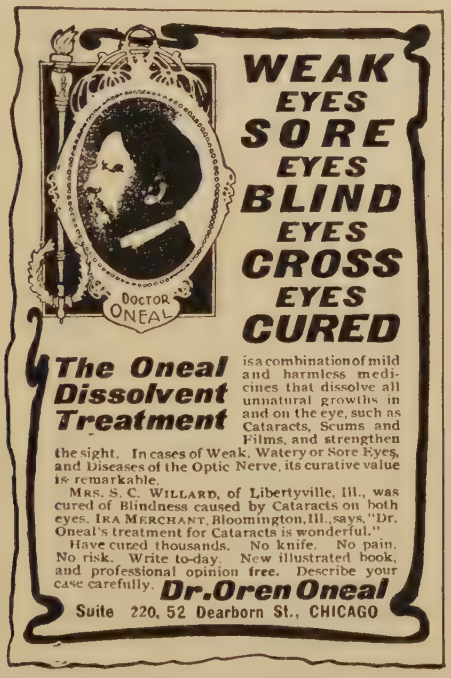
"The booklet contains a number of testimonials from persons who are alleged to have used Dr. Willard's home treatment with success. Nearly all of the testimonials relate to cases of pyorrhea which were in advanced stages, and a careful reading of the entire booklet unquestionably leads the reader to believe that the treatment in question will cure practically all stages of the disease. In the booklet Dr. Willard gives the customer certain alleged symptoms of pyorrhea, and by the use of these symptoms and the symptom blank already referred to, the patient 'diagnoses' his own case. Dr. Willard states:

SYMPTOMS OF PYORRHEA OR RIGGS' DISEASE

It may be that you who read this are already in the clutch of this awful disease of Pyorrhea, sometimes called Riggs' Disease, and that you now know it. If you are in doubt read the following pages, whereon the symptoms are enumerated and make sure. To conclude that Pyorrhea is not present when it is, and to neglect immediate treatment on that account, would indeed be a grave mistake, and one which you might very well repent for the balance of your life. Therefore, make sure. Then act AT ONCE.

Read the following and determine how far the disease has advanced in your case.

"Testimony of the experts at the hearing clearly shows that it is impossible for a patient to diagnose his own case, for the reason that a diagnosis of pyorrhea requires considerable clinical experience, and further that it is impossible for a dentist to diagnose pyorrhea without examination of the


DOCTOR ONEAL
WEAK EYES
SORE EYES
BLIND EYES
CROSS EYES
CURED
The Oneal Dissolvent Treatment
is a combination of mild and harmless medicines that dissolve all unnatural growths in and on the eye, such as Cataracts, Scums and Films, and strengthen the sight. In cases of Weak, Watery or Sore Eyes, and Diseases of the Optic Nerve, its curative value is remarkable.
MRS. S. C. WILLARD, of Libertyville, Ill., was cured of Blindness caused by Cataracts on both eyes. IRA MERCHANT, Bloomington, Ill., says, "Dr. Oneal's treatment for Cataracts is wonderful."
Have cured thousands. No knife. No pain. No risk. Write to-day. New illustrated book, and professional opinion free. Describe your case carefully.
Dr. Oren Oneal
Suite 220, 52 Dearborn St., CHICAGO

Photographic reproduction (reduced) of an old-time advertisement of Oren Oneal in the heyday of his eye-quackery.

patient. Even when a personal examination is made it is possible for a dentist who is a beginner to mistake other mouth lesions for pyorrhea or vice versa. It appears that gingivitis, caused by lack of care in the mouth, and certain catarrhal conditions will often simulate pyorrhea.

"Reading of the booklet gives the impression not only that Dr. Willard's home treatment will cure practically all cases of pyorrhea, even in advanced stages, eliminate all pain in connection therewith, and save the patient large sums of money which he would otherwise have paid to dentists, but instills in the minds of patients who are in fact not suffering from pyorrhea in any form, fear of the disease.

THE "TREATMENT"

The ingredients in the Willard treatment were analyzed by the Bureau of Chemistry, Department of Agriculture, and the government's report gives a detailed analysis of the preparations. The findings of the government chemists can be summarized as follows:

Dr. Willard's K-3 Tablets.—These were sugar-coated tablets with a menthol flavor consisting essentially of the sulphocarbolates of zinc and calcium and a small quantity of the bismuth salt. Practically half of the tablet was made up of a mixture of starch, sugar and talc.

Dr. Willard's L-2 Tablets.—These were light tan in color and contained washing soda, baking soda, Glauber salts and resins with a trace of colchicin. Over 38 per cent. of the tablets was a mixture of starch and talc.

Laxative Liver Tonic Tablets.—These contained some laxative drug such as cascara, aloes or podophyllin. Over 70 per cent. of the tablet was made up of a mixture of chalk, gypsum, talc and sugar.

Dr. Willard's Dentol.—These were tablets that the purchaser was told to dissolve in water and use the solution as a mouth wash. Great stress was laid on the fact that the tablets contained emetin. The federal chemists found that over 96 per cent. of the tablets were made up of milk sugar and boric acid, while there were small quantities of menthol, thymol and eucalyptol. The total ipecac alkaloids (emetin) found by the chemists was only fifteen-hundredths of 1 per cent. The Willard concern claimed that paraform was also present in these tablets but it was not found.

Dentifirm.—This, Willard claimed, was "something absolutely new to the dental profession—a massage preparation for the gums of rare medicinal, as well as unusual cleansing qualities." The federal chemists found that it was a mixture of glycerin, starch, borax, chalk and soap flavored with oil of cloves and colored with a red dye!

Quoting from the solicitor's memorandum:

". . . The treatment contains a small amount of emetin, one of the constituents of ipecac, which in recent years has been brought forward as efficacious in the treatment of pyorrhea. A difference of opinion exists among the profession as to the value of emetin applied subcutaneously by injection into the arm or by the use of a blunt needle forcing the solution into the pus pockets which are found about pyorrheal teeth. The Willard treatment does not contemplate the use of emetin in either of these ways. Instead, a small amount of emetin is put in the 'dentifirm' paste with which the patient massages his gums. The expert witnesses agreed that even were emetin possessed of value its administration in such small doses as are contained in the Willard treatment and in the manner prescribed would have no effect."

The government called oral surgeons, pathologists and dentists, all of whom agreed that Willard's home treatment administered by the patient himself at his home would be ineffective to cure or relieve pyorrhea. An interesting feature of the government's investigation was the documentary evidence collected by Inspector D. F. Angier of the Chicago division, who, as readers of The Journal will remember, has done particularly valuable work in investigating other medical mail-order frauds. In the course of his investigations of the Willard concern Inspector Angier wrote to Willard, under various names, describing various mouth disorders, none of which indicated pyorrhea in any form. In reply to all of his inquiries, the inspector received in every case the booklet "How to Save Your Teeth, a Home Treatment for Pyorrhea," which has already been quoted from. He also received the customary form letters and circular matter soliciting orders for the Willard treatment.

In one instance the Inspector sent $1 for a "trial order" of the "treatment." The treatment was sent and thereafter Mr. Angier received a series of form letters urging him to purchase the full treatment which was offered at $4, instead of the usual $5. In the particular instance in which this "trial treatment" had been sent, Willard had already acknowledged in a letter to Inspector Angier that the case described was not one of pyorrhea but a condition which the Willard treatment was not claimed to benefit. To quote further from the Solicitor's memorandum:

Dr. Willard's PAINLESS Home Treatment
Will SAVE YOUR TEETH and Cure the Disease

Why suffer from loose teeth or diseased gums when relief is so easy to be had?
Why endure the agony of dental operations when a cure can be effected painlessly?
Why deny yourself the comfort of good, sound, healthy, NATURAL teeth and gums when they can be secured to you so easily and at such small cost?

If You Suffer From Any of the Following Troubles it is an Indication That YOU NEED Dr. Willard's Home Treatment

If You Want to Enjoy Good Health Don't Neglect Your Teeth and Gums

Will Dr. Willard's Treatment Cure For You?

Some Things You Ought To Know

Indigestion

Loss of Appetite

Stomach Troubles

Nervousness
Sleeplessness
Lack of Ambition, — even
Typhoid, Pneumonia
Catarrh and other
Serious Diseases

Read These Enthusiastic Endorsements

Why Do We Only Charge $5.00 For Dr. Willard's Treatment?

Address all Orders and Correspondence to

DR. F. W. WILLARD.

37 So. Wabash Ave., CHICAGO, ILL.

Photographic reproduction of one of the circulars sent out by Willard. The original, which was printed on two sides, was 1 foot wide and 1½ feet long.

"All of the letters received by the inspector in the course of the correspondence were signed 'F. W. Willard, M.D., D.D.S.,' and even the form-letters have a decidedly personal tone calculated to lead the patient to believe that they were written by Dr. Willard. Dr. Willard on cross-examination stated that he had no knowledge of the letter in which a case was diagnosed as a mild case of pyorrhea and it appeared as a matter of fact that a rubber stamp signature was used. The rubber stamp was so excellent an imitation of Dr. Willard's signature that he himself on cross-examination was unable to state whether letters had been actually signed by him or stamped. There is no doubt that in all cases the patient thought he was receiving a personal

letter from Dr. Willard, and further that it was the intention of both the owners of the concern and Dr. Willard to create the impression that the patient was receiving his personal attention and professional advice."

SUMMARY

The whole scheme is well described toward the end of the Solicitor's memorandum thus:

"In summary, it may be said that the respondents are selling through the mails a worthless home treatment for pyorrhea to any one who will buy it, irrespective of whether or not he has pyorrhea, or, if he has pyorrhea, irrespective of whether or not it has reached that incurable stage which they admit exists; that in order to increase their business they are leading persons suffering from minor mouth disorders to believe themselves to be afflicted with pyorrhea, claiming it to be a 'loose term,' whereas in fact it has a definite medical significance; that the public has already been defrauded of several hundred thousand dollars through the operations of the respondents; and finally that if prompt steps are not taken to prevent further use of the mails by the respondents the public will not only be further defrauded, but those suffering from pyorrhea will be discouraged from securing proper treatment which might save the teeth if taken in time."

From the memorandum it seems that Willard and Oneal made a strenuous effort to continue taking in the $75,000 annually and submitted to the Post Office Department a new set of advertising urging that they had completely modified the claims previously made. They stipulated that if permitted to continue in business they would not advertise their treatment as for pyorrhea or Riggs' disease nor use the mails to solicit money for the sale of a pyorrhea treatment. The Solicitor of the Post Office Department called attention to the fact that under the stipulation suggested, the Willard treatment could still be advertised and sold through the mails provided no mention was made of pyorrhea or Riggs' disease. As Willard-Oneal had claimed throughout the hearing that the "Willard Treatment" was specially designed for the relief of pyorrhea, the suggested stipulation was a virtual admission that its sale for such a purpose was fraudulent. The Solicitor pointed out that it was difficult to understand why it should be deemed valuable for any other purpose than the one for which it was claimed to be specially prepared. The memorandum closed with the following recommendation:

"After a careful consideration of all of the circumstances of this case I am convinced that it is one in which the protection of the public demands the issuance of a fraud order. . . . I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the names appearing in the caption of this memorandum."

The fraud order was issued, Dec. 28, 1916.—(*From The Journal A. M. A., Feb. 10, 1917.*)

MEN'S SPECIALISTS

Commencing with its issue of October 27, 1913, the *Chicago Tribune* published a series of articles giving a detailed exposé of practically all of the advertising quacks then operating in the city of Chicago. For some weeks before the publication of the first article, the *Tribune* assigned to some members of its reportorial staff the work of investigating the local quack industry As a result of its work, quackery of the more blatent and indecent kind ceased to be profitable in Chicago.

In the *Tribune* series, faker after faker was exposed, the names of the "men higher-up" who owned the advertising offices were given, as also were the names of the renegade doctors themselves, and those of the property owners who rented rooms to the quacks. The first resentment on the part of the quacks was quickly followed by consternation, and this in turn by disorganization and rout. Some members of the fraternity abandoned their offices and fled to new fields; others lay low hoping that the storm would blow over, and counting on the notoriously short memory of the public, and on the eternal gullibility of the ignorant.

The results of the *Tribune's* campaign were encouraging. The State Board of Health of Illinois, feeling that it had public opinion behind it, took action toward revoking the licenses of some of the physicians who had sold their professional services to the men who owned these advertising offices. The federal authorities, which previously had had some of the quacks under investigation, brought matters to a head, and secured the conviction and punishment of some of the quacks.

The articles that make up this chapter are reprinted from the *Tribune's* series which appeared in October and November, 1913. The methods of quackery are the same, wherever found, and while the stories published by the *Tribune* dealt with conditions in Chicago, they can be duplicated in every place in which quackery of this type is practiced. It is for this reason that the articles appear in this book. Their application is country-wide.

The illustrations which appear in this chapter are additions furnished from the files of the Propaganda department of THE JOURNAL of the American Medical Association.

The Chicago Daily Tribune.
THE WORLD'S GREATEST NEWSPAPER
VOLUME LXXII.—NO. 107 C MONDAY, OCTOBER 27, 1913—TWENTY-FOUR PAGES PRICE ONE CENT
RACES AND CREEDS
SUMMARY OF THE NEWS
CURE FAKERS FIND DISEASE IN WELL MEN
Inquiry Exposes

CURE-FAKERS FIND DISEASE IN WELL MEN

"Tribune" Inquiry Exposes Quack Doctor Group Working Chicago —Prey Upon Ignorance

[*Chicago Tribune, Oct. 27, 1913.*]

The *Tribune* has just concluded an investigation of a group of firms and individuals operating in Chicago as medical specialists, and the results of the inquiry suggest the advisability of further investigation by the police department. The firms and individuals are as follows:

Prof. Ehrlich, 303-4, 145 North Clark Street.

Dr. Edward N. Flint, 322 South State Street.

Dr. Isaac Walter Hodgens, 35 South Dearborn Street.

Dr. Howe & Co., 120 North Dearborn Street.

Dr. Francis Leaverett Sweany, 63 West Randolph Street.

Dr. Lewis E. Zins, 183 North Clark Street.

These people are advertising "specialists" whose "specialty" is the "curing" of "men's diseases." The *Tribune* has found them to be organized, backed by ample funds and buttressed behind expensive legal talent. It has also found much evidence to indicate that their claims of curing diseases are founded largely on buncombe and that their profession is, in fact, that genial, age-old profession of getting money by false pretenses.

Grave Offenses Uncovered

Evidence is in the possession of the *Tribune* which goes to show that the confidence men "specialists" are guilty of graver offenses than the mere petty grafting brought to light. These facts substantiate the following charges:

That the pocket of a patient was picked by a "doctor" while the patient was on the operating-table.

That some of the quacks are at least morally and probably legally guilty of killing patients.

That a number of the quacks have maimed patients for life by malpractice.

That at least one of the quacks habitually attempts to seduce his women patients.

That two of the quacks operate their business under assumed names, and, living double lives, practice swindling downtown while posing as respectable doctors in outlying districts.

Investigators in Perfect Health

The investigators of the *Tribune* were chosen with a view to using only such men as were perfectly well. To make absolutely certain on this point each investigator, before beginning his work, underwent a careful examination by a competent physician. It was thus made certain that when the investigators left the *Tribune* they were in perfect physical condition. The investigators went direct from the *Tribune* to the specialists to whom they were assigned. There they were a good deal astonished to learn that they were suffering from various forms of venereal disease.

A diagnosis of syphilis was made in one case before the specialist had laid a hand on the visitor. Diagnoses of this and other related diseases were made in other cases after examinations which seemed aimed not at arriving at the physical condition of the caller but at frightening him into the belief that there was something the matter with him. In one case an investigator, previously diagnosed by another "specialist" as syphilitic, was informed that he did not have this disease but was suffering from a minor ailment. The *Tribune* deems it a public duty to set forth the facts obtained by this inquiry, in the belief that it will warn possible victims of these medical fakers and perhaps save many from the pitfalls the "specialists" have placed for them.

A summary of the investigation follows.

"PROFESSOR EHRLICH"

He Sees Syphilis in His Perfectly Healthy Caller and Wants $50 for Treatment

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[*Chicago Tribune, Oct. 27, 29, 30, Nov. 1 and 5, 1913.*]

This establishment, operating under the name of the celebrated discoverer of salvarsan, is located at 303-4, 145 North Clark Street. An investigator who called there found the offices in charge of a man whose name is either Coe or Coburn. [Code.] Nothing is known of his medical qualifications. Although he never put his hand on the investigator this man asserted that he was suffering from syphilis. He collected $2 for the consultation. He first attempted to convince the reporter there was something wrong with him, and then tried to get him to submit to the Wassermann test or take the salvarsan treatment. The advertisements of the establishment are an obvious swindle. The only physician's name used in the ads is that of Dr. Ehrlich, which appears over a vignette of a man wearing a Van Dyke beard. The man with the Van Dyke beard is Dr. Coe or Coburn. [Code.]

October 9.—From a quick glance at the advertisement of the "606 Medical Laboratory" at 303-4 145 North Clark Street, the average man would be apt to think that Prof. Ehrlich was in charge. His is the only name in the ad., though the picture of a Van Dyked physician adorns it. I went there to-day and asked for Prof. Ehrlich, and apparently couldn't understand that he was not the doctor in charge. The girl explained in a low voice, and smiling all the time, that Ehrlich was in Germany and had never been connected with the firm. She thought I was an awful boob when I asked her when she expected him back. She said "the doctor" would be back shortly. He arrived in a few minutes—a little after 2 o'clock. Soon afterward he called me in.

"Well, sir, what can I do for you?" was his greeting. "Take a chair. Sit down. Don't be nervous."

He was a rather slightly built man, but the thing that held my attention was his sunbeam hair. He wore much hair—on top of his head, down the sides of his face, on his upper lip, and on his chin. He is the Van Dyke whose picture appears in the ads.

"Doctor, I'm going to be married in a few months," I said, and ran my hands through my hair quickly several times.

"I want to find out if I'm all right."

"Ever had any disease?"

"No, sir."

"What symptoms have you?"

"Why, it seems, doctor, that my hair is coming out," and I again made some rapid passes through my hair. "Some one told me that was a sign."

He laughed at this, as I imagine a man would laugh when he hears something extremely funny.

"Yes, that's a bad symptom," he declared. "It shows conclusively that your blood is impure."

"How about your throat?" which I was handling very gently. "Ever had a sore throat?"

"Yes, sir, frequently," which is true.

"Um, hum! Now, how do you sleep and eat? Regularly?"

"I haven't noticed any peculiarity, doctor."

Prepares "Patient" for the Worst

All this time his manner was getting graver. He asked me about my parents and what they had died of. I didn't know, but was sure there had been no pulmonary tuberculosis nor insanity in my family. He then commenced to talk to me in medical terms and impressed me with the seriousness of my disease.

"Oh, I can see you have syphilis," he asserted with positiveness. "I am absolutely certain of it from what you have told me. But of course it will be necessary to give you a Wassermann test for your blood. This is necessary to find out whether you have it or not and how bad it is.

"H-how much would that cost, doctor?" I asked.

"That would cost $20."

"Well, I guess I can get that much easy enough, doctor. You see, doctor, I've had a lot of debts and I'm just getting on my feet. Yes, I can get $20 easy enough."

"Where do you live?"

"In Wilmette."

Suggests Salvarsan Treatment

"Now, it will be better for you to take the salvarsan treatment first, you see"—and he went into a lengthy discussion of my disease, and just how it should be treated. All this without laying a finger on me.

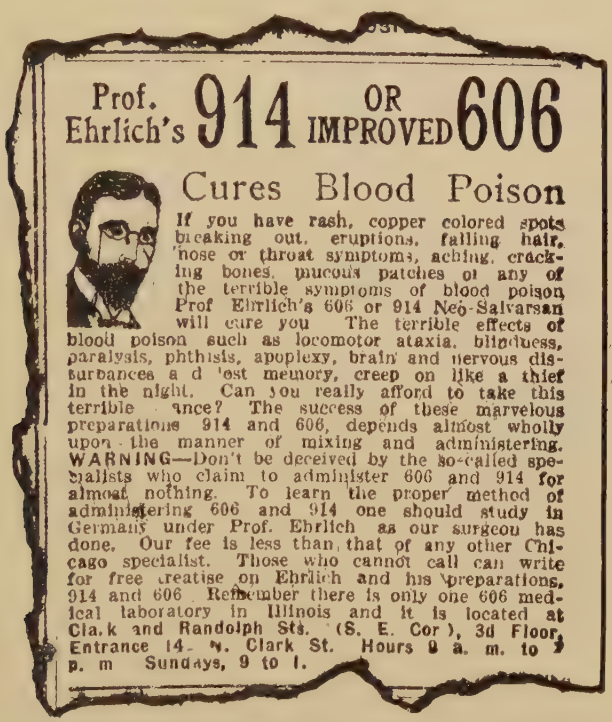
"How much would the salvarsan cost?"

"I can give you that for $30, and you may be sure that it is the genuine salvarsan."

"Thirty dollars," I gasped. "Gee, I don't know whether I can get that much or not."

Every one of the doctor's beautiful little brown hairs lay down slowly, it seemed, until I happened to think of a man I could borrow $30 from, and then he was his old genial self once more. He was sure I could get it if I told the

man how urgent it was, and did I have something, a small sum, to deposit? Yes, I could afford to pay him $2. He produced a card and wrote on it my name, Edward Donlin, age 23, residence Wilmette, and various interesting data about my falling hair, my sore throat, my sleep and finances.


Prof. Ehrlich's 914 OR IMPROVED 606
Cures Blood Poison
If you have rash, copper colored spots breaking out, eruptions, falling hair, nose or throat symptoms, aching, cracking bones, mucous patches or any of the terrible symptoms of blood poison Prof Ehrlich's 606 or 914 Neo-Salvarsan will cure you The terrible effects of blood poison such as locomotor ataxia, blindness, paralysis, phthisis, apoplexy, brain and nervous disturbances and lost memory, creep on like a thief in the night. Can you really afford to take this terrible chance? The success of these marvelous preparations 914 and 606, depends almost wholly upon the manner of mixing and administering. WARNING—Don't be deceived by the so-called specialists who claim to administer 606 and 914 for almost nothing. To learn the proper method of administering 606 and 914 one should study in Germany under Prof. Ehrlich as our surgeon has done. Our fee is less than that of any other Chicago specialist. Those who cannot call can write for free treatise on Ehrlich and his preparations, 914 and 606. Remember there is only one 606 medical laboratory in Illinois and it is located at Clark and Randolph Sts. (S. E. Cor.), 3d Floor, Entrance 14 N. Clark St. Hours 9 a. m. to 7 p. m Sundays, 9 to 1.

The careless reader would get the impression that this was an advertisement of Professor Ehrlich—the German scientist. It really is a case of capitalizing an honored name for the profits of quackery. The advertisement is one of two quacks named Code.

Explains About Professor Ehrlich

When he had finished the card I asked him about Prof. Ehrlich, and his explanation was about as follows:

"Prof. Ehrlich was here in Chicago some time ago, giving instructions and demonstrating salvarsan. I and several others were associated with him. I am the only and original salvarsan specialist. I alone have the real Ehrlich treatment. The rest are fakes, imposters, quacks. They may injure a man for life"—another conglomeration of medical words showing in just what manner they would injure a man—"but my treatment is absolutely safe."

"Now I'm going to give you some medicine. You take two teaspoonfuls every day, before retiring and in the morning. This bottle should last eight days, and it will do you good. Now what day could you come back to begin treatment?"

"I don't think I can get that money before next Thursday," I said, "and I am off Thursday afternoons."

"Well, you come back Thursday then, about 2:30 o'clock. I'll fix you up, cure you absolutely. After you get the salvarsan and the Wassermann we'll begin treatment. Good-by."

"Doctor, won't you write me a receipt for the $2?"

Doctor Gives Name as Coe

He wrote me a receipt, signing a name that looked like Coburn. As I was going out I reached for his hand, and that's the first time he touched me during the interview.

"Wh-wh-wh—" I was trying to say, "What's your name, doctor?" but was stuttering so I couldn't get it out. I finally made myself clear, and he said his name was Coe—or it sounded that way to me. "Coe?" I asked, and he said yes. I then explained that I had difficulty in pronouncing some words beginning with "wh," and he told me it was simply that I talked too fast.

"If you'll say your words slowly you will have no trouble," and he laughed again. We shook hands again and I left him.

"PROFESSOR EHRLICH'S" LAIR

Further inquiry by reporters for the *Tribune* brought out added interesting details regarding the work of the advertising quacks in Chicago. Prof. Ehrlich's "Don't Be Misled, Men," original "606" and "914" laboratory is situated, according to the advertisements, at 145 North Clark Street. The advertisement shows a picture of Prof. Ehrlich. There is no doubt about the picture being that of the great German physician. It has the pointed beard, the eyeglasses, the earmarks of the scientist himself. Yesterday a reporter for the *Tribune* trailed the great professor to his lair. He has the glasses and the pointed beard. His make-up is strikingly similar to published portraits of the German scientist himself. His private offices downtown, however, do not bear the real names of his private offices in the vicinity where he and his brother are known as reputable and ethical practicing family physicians. They are:

Dr. W. A. Code, 202 South Kedzie Avenue, residence 2829 Washington boulevard.

Dr. W. E. Code, office 2 West Chicago Avenue, residence the same.

Both are members of the Westward Ho Golf Club and are prominent in Oak Park and Austin.

Dr. Code Makes Admission

Dr. Walter Austin Code admitted that he is the physician who diagnosed a healthy *Tribune* reporter as a syphilitic not long ago. He admitted that the published report of the consultation was a fair one. He was worried only about the possible use of his name in connection with this "mess." He pleaded extenuating circumstances for his diagnosis, designated the other advertising physicians as crooks, and warned the *Tribune* against believing their protestations of innocence.

"I run the place," he said. "My brother is an assistant. My brother studied under Dr. Ehrlich in Germany."

"Why do you have the picture of Dr. Ehrlich on your advertisement?"

"That isn't a picture of Dr. Ehrlich, but a picture of me," said the doctor.

Read "Ads" Carefully, He Says

"Why, then, is the picture so placed that Dr. Ehrlich's name, the only one in the advertisement, seems to be the caption under the picture?"

"You should read advertisements carefully," said Dr. Code.

"I will say that the reporter gave a fair account of the affair—yes, I will say a truthful account," said Dr. Code. "But it was he who led me into it. I naturally believe what my patients tell me.

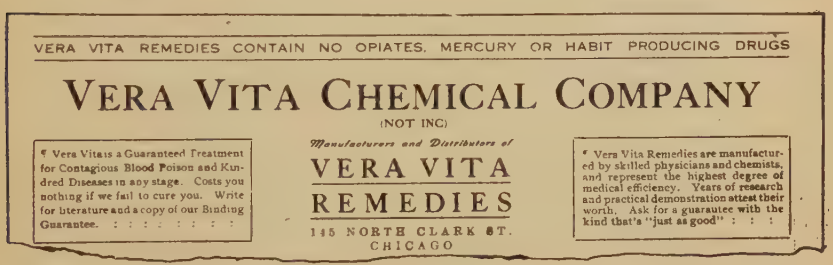
"Now if I were one of these fakes who advertise cures for everything," he continued, "I would have been on the watch for such tricks, don't you know. I would probably have told him that nothing was wrong with him if I had been one of those fellows.

"But I will talk to any one. I am not naturally suspicious. I don't believe in thinking everybody is mean. Why, I would even talk to you or buy you a cigar or a drink, though I don't smoke myself. I never have. It is not a good——"

Explains His Advertising

"But, doctor," interrupted the reporter, "how does it happen that you advertise?"

"I'll tell you about that," he said confidingly. "Brother went to Germany a few years ago and studied under Dr. Ehrlich, don't you know. When he came back I said to him, 'I have patients all over the city now, the north, west, and south sides. I think I will take an office in the loop.'


VERA VITA REMEDIES CONTAIN NO OPIATES, MERCURY OR HABIT PRODUCING DRUGS

VERA VITA CHEMICAL COMPANY

(NOT INC)

Manufacturers and Distributors of

VERA VITA REMEDIES

145 NORTH CLARK ST. CHICAGO

Vera Vita is a Guaranteed Treatment for Contagious Blood Poison and Kindred Diseases in any stage. Costs you nothing if we fail to cure you. Write for literature and a copy of our Binding Guarantee.

Vera Vita Remedies are manufactured by skilled physicians and chemists, and represent the highest degree of medical efficiency. Years of research and practical demonstration attest their worth. Ask for a guarantee with the kind that's "just as good"

The Vera Vita Chemical Company's letterhead. This concern did business at the same address as the Code brothers who capitalized Prof. Ehrlich.

"'Why not administer salvarsan?' he suggested. 'And advertise?' I said. 'Sure,' he said, 'but no free consultation.'

"That's how we came to establish the laboratory. It's just a side issue with me. I have a large practice and so has my brother. But we don't believe in doing something for nothing. And we don't guarantee a cure. Of course, if a new man asks if I will guarantee to cure him, I say 'Oh, yes,' but all I mean is I will administer the salvarsan treatment, known to all good physicians, in an expert manner."

Attacks Other Quacks

Dr. Code waxed more and more enthusiastic in his own defense, claiming that all the other advertising physicians are quacks beyond a doubt and bleed their patients mercilessly.

"Why, we don't know Dr. Zins, or old Dr. Sweany, or Dr. Flint," he said. "We don't pay any attention to them. That's raw stuff Dr. Zins is pulling, you know. It's great work the *Tribune* is doing. I am heartily with you to drive them out of town. I admire a man who hits a man with a blackjack. He's got nerve enough to meet his opponent face to face. Those fellows extort money from their innocent victims by making them afraid."

The reporter could not suppress a smile, thinking of the diagnosis the doctor had given a well man.

"Now, if I was going to do any dirty work I'd do it on the square. I'd tell a man I was going to fight him. That's the kind of man I am."

"The *Tribune*," ventured the reporter, "wants to get both sides, to be fair. Those other men will probably be seen."

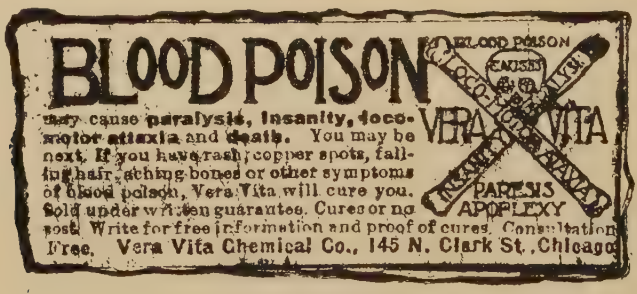
Don't Believe Others, Code Says

"They'll tell you just the same sort of thing I am telling you," said Dr. Code. "Don't believe them. They're good at that sort of thing. They can't substantiate it. I can."

Then the doctor went into some of the details of the report by a *Tribune* reporter on Dr. Zins. A few minutes later he protested, in answer to a question, that he had not seen either edition of the paper in which the results of the investigation were printed.

"My brother was telling me something about the article. I haven't seen the paper at all," he said.

"Why is it, doctor," asked the reporter, "that you do not post your own name in your laboratory? I suppose that it is because you don't want your general practice to know it?"


BLOOD POISON
may cause paralysis, insanity, locomotor ataxia and death. You may be next. If you have rash, copper spots, falling hair, aching bones or other symptoms of blood poison, Vera Vita will cure you. Sold under written guarantee. Cures or no cost. Write for free information and proof of cures. Consultation Free. Vera Vita Chemical Co., 145 N. Clark St., Chicago
BLOOD POISON
CAUSES
VERA VITA
PARESIS
APOPLEXY

The Vera Vita Chemical Co. also advertised under its own name in not-too-particular newspapers.

Explains the False Name

"No, no, no, not at all. Simply a matter of convenience," he answered. "When a patient comes in, we don't want him to ask for a particular doctor. It would mix things up. If I am there I give the treatment; if my brother is. he does. Our name is hard to get, too. Even your reporter got it wrong. I am called Cady, and Cody, and everything. Here it's just John, Jack, Jones, get your treatment, good-by; names don't make any difference."

Dr. Code repeated nervously much of what he had already said. "We only advertise to keep from being snowed under by these fakers, you know," he said. "And it's something to have an honest doctor down among all those fellows."

"Now, when I say that your man was fair I don't exactly mean that. He came in and said something was the matter with him. When I asked him what was wrong he gave me symptoms that show a syphilitic taint. I made no examination of him. We don't do that for nothing. I gave him an opportunity to take the Wassermann test, and of course I was going to charge for it. If a fellow has no money I give him the treatment for nothing.

Not Worried, He Declares

"I am not worried. If I took the trouble and exerted a little political influence, I could have the whole thing stopped. I mean I could have my name suppressed."

HOW THE CODES DO BUSINESS

A physician at Monmouth, Ill., writes:

"About a year ago I saw in a Chicago newspaper the advertisement of the 'Prof. Ehrlich' Company that has been exposed by your reporter and at once wrote to them and gave the inference that I was suffering from syphilis and asked if they could give the 606 treatment by mail. I had a number of letters from them telling the seriousness of the disease and advising me to go to Chicago at once for treatment and advising against going anywhere else, as they were the original specialists.

"As I did not reply to their letters, I received a number of letters of the 'follow-up' kind. Among these was a letter from the Vera Vita Company, at the same address, saying that they were informed that I was suffering from syphilis and advising me to take their 'famous treatment,' which was the only sure cure.

"I am satisfied that either the Drs. Code own the Vera Vita Company or they exchange mailing lists. From my correspondence I judge that they run both companies."

FOXY WAYS OF DRS. CODE

"I was stung badly by the so-called 606 Laboratory at 145 North Clark Street," "Bronson" writes. "I called at their office for treatment, being led by their advertising in the Chicago *Examiner*. The doctor told me I had blood poison bad. I told him I was a hard-working boy, so he arranged his payments on installments. He gave me his medicine without any directions or labels on the bottles. I got suspicious. His directions were verbal and his patients were supposed to remember them. His medicine did not come up to the pure food laws. This doctor Code told me he studied in Germany under Prof. Ehrlich and that he got his supply of medicine direct from Germany. By the way, he never saw Germany except on the map. I communicated with Germany direct and found out that he never studied in Germany. They referred me to the sole agents of Dr. Ehrlich in New York. They told me that Dr. Code was unknown to them. They went so far as to say that he was not registered in any of the medical journals.

Test Proves Diagnosis Fake

"After I paid the Codes a lump sum of money, I read to them the letters I had received from Germany and New York. They got sore and ordered me out of the office. I then had a Wassermann test made of my blood and was told that I never had blood poisoning. I intended to bring suit against them, to recover some of the money, but I didn't on account of my position and the publicity. These fellows play the switching system and the double-fee game. When a man starts going to them, he can't quit until he has paid up what they ask. If he don't they threaten to sue him for the full amount. These fellows are worse than Shylocks. When they give a receipt, it always is signed in a different name. I had a handful of their receipts before I found out that there was absolutely nothing the matter with me. I hope you will put these fellows out of business, so that other poor unfortunates won't be deceived or misled by these fake doctors. Code is the worst I ever had any experience with. You may use this letter if it will help any."

SAYS CODES "STOLE" $100

Chicago, Oct. 27.—[Editor of the *Tribune*.]—The blood-money doctors that you exposed, with offices at 303-4 North Clark Street, posing as the original Prof. Ehrlich, are Dr. William E. Code, whose other office is 2 West Chicago Avenue, and Dr. W. Austin Code, the one with the beard, a brother, whose other office is 202 South Kedzie Avenue, took $100 from me and then turned

me out still diseased, to be cured only by real men of the medical profession. It is for victims like myself to appreciate the value of your great paper to expose these vandals of society, and may your efforts continue for the welfare of mankind till these imposters of a noble profession are curbed.

SUBSCRIBER.

DR. EDWARD N. FLINT

He Is Sure His Healthy Caller Has Syphilis and Offers to Give Wassermann Test for $10

[*Chicago Tribune, Oct. 28, Nov. 1 and 5, 1913.*]

Flint operates at 233 South State Street. Although the reporter denied ever having had any serious disease, Flint was convinced that he manifested symptoms of syphilis. The reporter posed as a "wise guy" from the country who had "read up" on diseases of men. His aggressive skepticism led the doctor to offer to give him a Wassermann test for $10. While the "patient" was considering this proposition Flint "accidentally" opened a cabinet and revealed the wax figure of a woman horribly disfigured with blood disease. Flint was graduated from the University of Illinois Medical College in 1897. He was licensed in Illinois in 1902. April 10, 1906, he was denied a license to practice medicine in Wisconsin by the Wisconsin State Board on the ground that he advertised to cure an incurable disease. He was then connected with the Reinhardt Bros., a company of quacks who had been exposed by THE JOURNAL of the American Medical Association. He resides at 308 East Thirty-Third Street.

Oct. 10.—I went to Dr. Flint's office on the second floor of 322 South State Street, and inquired of the office assistant for Dr. Flint. The boy went over to a group of bearded men who were talking in the lounging-room and said, "Dr. Flint, a new patient." A medium-sized man, about 45 years old, left the group and shook hands with me. He walked into his private office and motioned me to a chair without a word. I was the first to speak.

"Doctor," I said, "I have been reading some pamphlets and other advertising matter in the newspapers and magazines and the more I read the more convinced I am that something is wrong with me. I am going to get married in a few months and I want to be sure. I went to see a play the other night called 'Damaged Goods,' and it set me to thinking. I decided the best thing to do was to come to you and find out if I have any taint of disease."

"Fine, sir, fine," he replied. "Have you ever had any venereal trouble?"

Thinks "Patient" Poisoned

"No, sir," I answered, "as far as I know nothing has ever been wrong with me."

"Does your hair come out?" he asked.

"Only when I comb it real hard," I answered.

"Your face is drawn and the color under your eyes bad—pretty good signs that you have a strain of syphilis," he said.

"Oh, the color under my eyes is probably due to worry from trying to live on my salary," I laughed.

"Well, the sure way to learn is to take the Wassermann test," he said.

"Will that be absolute proof?" I asked.

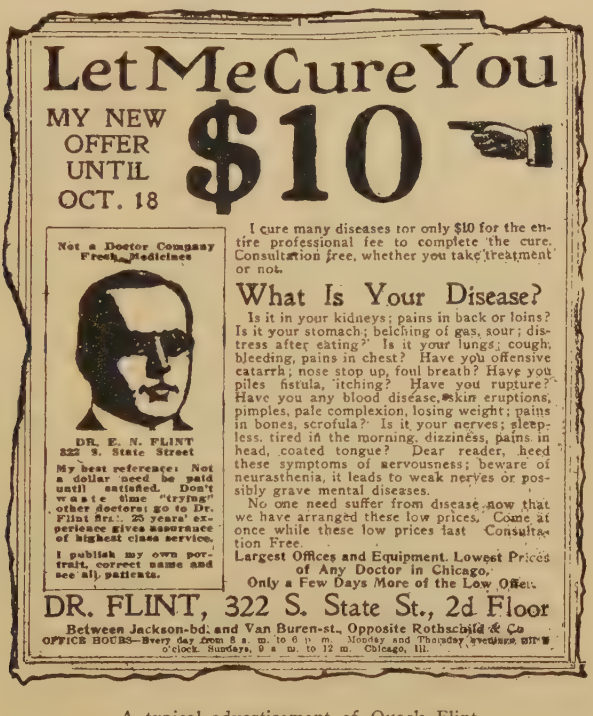
"It will be positive proof," he replied.

"Now, doctor," I said, "I do not intend to pay good money for a test and then have you tell me that my blood is weak or that the red corpuscles need building up, or any other thing like that. I will not take this test unless you are almost sure I have the disease."

"Oh, it will show absolutely if there is any taint of syphilis," he assured me.

Doctor Quotes Thomas Edison

"I have been reading something about that disease," I said, "but I don't know anything about it. I believe it was in a book written by Thomas Edison on the subject."


Let Me Cure You
MY NEW OFFER UNTIL OCT. 18
$10
Not a Doctor Company Fresh Medicines
DR. E. N. FLINT
322 S. State Street
My best reference: Not a dollar need be paid until satisfied. Don't waste time "trying" other doctors; go to Dr. Flint first. 25 years' experience gives assurance of highest class service.
I publish my own portrait, correct name and see all patients.
I cure many diseases for only $10 for the entire professional fee to complete the cure. Consultation free, whether you take treatment or not.
What Is Your Disease?
Is it in your kidneys; pains in back or loins? Is it your stomach; belching of gas, sour; distress after eating? Is it your lungs; cough, bleeding, pains in chest? Have you offensive catarrh; nose stop up, foul breath? Have you piles fistula, itching? Have you rupture? Have you any blood disease, skin eruptions, pimples, pale complexion, losing weight; pains in bones, scrofula? Is it your nerves; sleepless, tired in the morning, dizziness, pains in head, coated tongue? Dear reader, heed these symptoms of nervousness; beware of neurasthenia, it leads to weak nerves or possibly grave mental diseases.
No one need suffer from disease now that we have arranged these low prices. Come at once while these low prices last. Consultation Free.
Largest Offices and Equipment. Lowest Prices of Any Doctor in Chicago.
Only a Few Days More of the Low Offer.
DR. FLINT, 322 S. State St., 2d Floor
Between Jackson-bd. and Van Buren-st., Opposite Rothschild & Co
OFFICE HOURS—Every day from 8 a. m. to 6 p. m. Monday and Thursday evenings until 8 o'clock. Sundays, 9 a. m. to 12 m. Chicago, Ill.

A typical advertisement of Quack Flint.

"Well, now, if you have read Thomas Edison's book on the subject, you know what he has to say," he said. "Now, Edison is an authority on the subject, and, quoting from your own authority, I will tell you what he has to say. Edison says he believes there is a taint of syphilis in everybody, but I differ with him. Edison generally knows what he is talking about, but I do not believe that everybody has syphilis."

"I don't either," I said. "Now, I don't believe that I have it, but these advertisements have got on my nerves and I imagine I have everything under the sun."

"Well, you must not be too sure," he said. "You are a young man and should take care of yourself."

Patient Proves Very Cautious

"Now, doctor, if the Wassermann test is sure, then I will take it. If it is not, then it would be a waste of money. I know a little about this business. I don't like to spend hard money to find out that I am just frightened. Now, how much are you going to charge me?"

He hesitated and figured with a pencil a few seconds.

"Well, I can't make it for less than $10," he replied.

"That suits me if you will guarantee to give the correct dope," I replied. "How long will it take to make this test, and how will you do it?" I asked.

"It will take about three minutes," he said.

Opens His Cabinet of Horrors

"That's mighty quick work for $10," I said. "I've got three or four hours to spend, but at the present time the only coin I can show is about 30 cents. Name your time and I will be back with a ten spot."

"Well, we close at 6 o'clock on Friday and Saturday," he said, "and I think to-morrow morning would be the best time. Now, young man, you had better not be so confident and do not try to fool yourself into believing that you are all right. I look at you with a trained eye and I am not holding out much encouragement."

While speaking he walked over to a cabinet containing the wax figure of a woman. Horrible looking spots had been painted on various parts of the figure. It was evident that the doctor's object in walking over to the figure was to attract my attention to it. I got up to leave, promising to return. The doctor came back to me with a satisfied look on his face.

DR. FLINT CHANGES HIS MIND—DEATH OF JACOB BALZ

Dr. Edward N. Flint, who has been getting a living by swindling sick and credulous people whom he lured to 322 South State Street, yesterday reserved a drawing-room on the Wabash train which left for Montreal at 11:55 p. m. Flint, however, could not be found on the train. When a reporter called on the quack at his offices during the afternoon Flint said he did not intend to leave the city. He did not deny, however, that he had made the reservation. The same reporter was on hand at the station when the 11:55 Wabash train left the city. The stateroom was vacant as far out as Englewood. Later Flint's residence, 419 Belmont Avenue, was telephoned. A man came to the telephone and said he was Flint. He denied he had any intention of leaving the city.

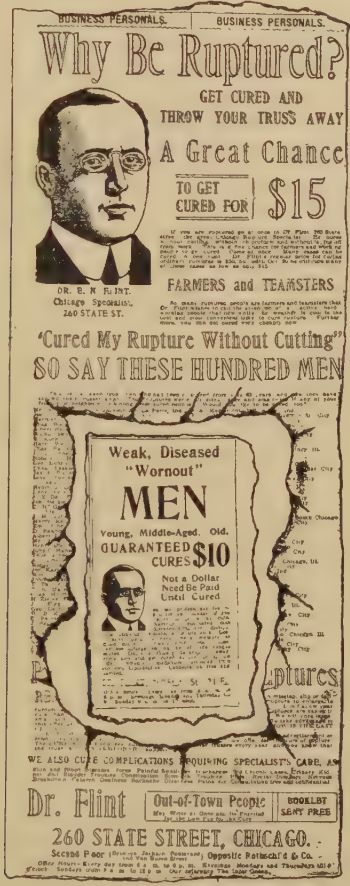
Death Story Is Told

It would be unfortunate if Flint should leave Chicago at this particular time, as that might militate against his giving an explanation of the death of Jacob Balz of 7534 Adams Avenue. Jacob Balz was a janitor in a downtown office building. He was one of Dr. Flint's "patients." Dr. Flint "treated" him for rupture. On March 21, 1913, ten days after the fifth treatment, Balz died in agony, apparently suffering from poison in the kidneys. Balz had been a sufferer from rupture for thirty years. Up to February 8 of this year he had been under the care of Dr. Charles Pusey, his family physician. Dr. Pusey was not able to cure his disease, for a cure was beyond medical skill, but he was able to do the next best thing—to keep Balz in such physical condition that he was able to work every day and earn a living for his family.

Seeks Medical Miracle Worker

Under Dr. Pusey's treatment Balz's rupture became nothing more serious than an inconvenience. Balz, however, was not satisfied with this. He wanted

to be rid of the rupture entirely. He was impatient of Dr. Pusey's steady-going methods. Like thousands of other Chicagoans, his ignorance of medicine was monumental and his faith in the false prophets of medicine correspondingly prodigious. He started out to find a medical miracle worker. People who are hunting medical miracle workers are grist for Dr. Flint's mill. When Balz, stealing away without Dr. Pusey's knowledge, presented himself at Flint's office on February 8, Flint had no trouble in convincing him that he could cure him.



Two advertisements of Flint's. One featuring the "rupture cure," the other plain "men's specialist" quackery.

He set out to cure him by the paraffin method. The method consists in injecting paraffin into the flesh so as to cover the rupture in the peritoneum. No reputable physician uses it. The paraffin closes the rupture for a time, then hardens and creates a condition that is more dangerous than rupture itself.

After the first "treatment" Balz told his wife what he had done. She begged him not to go again. She told him Dr. Flint was a skinflint and a faker. Her words had no effect.

"The next morning," Mrs. Balz told a reporter yesterday, "my husband was in such pain he could not read a newspaper. But he wouldn't let me tell our family doctor what he had done. The man at the institute said he would make the cure for $45. After the first visit my husband went four times, on Monday evenings. He grew worse and worse. When the family doctor came to the house he concealed his pain.

And Then He Dies

"Then one day he came home from work at 9 o'clock with an awful pain in his chest. His lungs were filled up with something. The day after that his back began to hurt. He died on March 21. I told Dr. Charles Pusey, the family doctor, about it then, and he said the man at the institute ought to be prosecuted. My husband paid $9 the first time and then $10 twice. When he went the fourth time I would only give him $5.

"'But the doctor told me to bring him $10 each time,' he said. I told him he had already paid $29 and that the doctor could get along with $5. After he died John, my son, went down to the office to see if he could get the money back. They told him my husband owed them money; that the treatment was $55. He had a different doctor each time. He never saw the same one twice."

FLINT'S CURE WORSE THAN DISEASE

New letters that have come to the *Tribune* show that Flint's cure for hernia is unique in one thing. It is more dangerous than hernia itself. With this "treatment" alone Flint probably has caused as much misery in Chicago as all the other quacks put together. The *Tribune* already has told how Flint's treatment played its part in bringing the life of Jacob Balz to an untimely end. The following story is told by another of Flint's victims, an employee of a large corporation on the northwest side:

"During the summer of 1908 I fell downstairs at the institution where I work and strained an abdominal muscle. It gave me some pain, and I thought perhaps I might have a slight rupture. I saw the advertisements and testimonials of Dr. Flint.

"I went to Flint's office on South State Street and told him I didn't feel well. He asked me what was the matter, and I told him I believed I had a little rupture. He asked me what side it was on and I told him I was paying him to find that. He felt of my body a little while and then told me I had a rupture on the right side. He said that he could cure me for $10 and I paid him. He took a needle and injected something two or three times and for a day or two there was a relief from the pain. I went to see him every week and he continued the injections.

Flint Injects Paraffin

"One day after I had been taking the treatments for a month he told me that he was going to inject paraffin. With the aid of a Dr. Qualle he made the injection. He took a cupful of paraffin, and with an instrument which looked like a bicycle pump injected it in my abdomen. A lump came up, and I suffered considerable pain. I went back to see Flint and he told me that the pain would stop after a time. I went to see Dr. Moore, a reliable physician, and he told me I would live only a couple of months if I did not have the paraffin cut out. I went back to Flint, and after chasing him through several private rooms in the building I told him what another doctor had told me. He said it was useless for me to have the paraffin cut out. I told him I was going to die if I didn't have it removed.

"'You can carry that paraffin to your grave,' he told me.

"I told him that I wouldn't. Finally he said if I was going to have it removed to let him do it. I told him I wouldn't let him put his hands on me again, and I think that is the only reason I am alive to-day.

"I went to see Dr. Charles Kahlke at 32 North State Street, and he told me that I must have an operation at once or I would die before many months. He agreed to perform the operation, and he removed the knot of paraffin as large as my fist. The lump of paraffin caused irritations and inflammations, and Dr. Kahlke told me blood-poison would have resulted soon if the operation had been delayed long. I started to try to recover damages from Dr. Flint. I went to the state board of health. A Mr. Hoffman there told me that although he could do nothing, he had a brother-in-law who was a lawyer, and he might take care of my case. He took it, and after a long time it was settled out of court. Dr. Flint told my lawyer that he didn't want the case to come to trial because of the notoriety it would cause him. Finally with the lawyer he arranged to pay me $237, which about covered my expenses. Consequently I didn't get any remuneration for an injury that has unfitted me for hard work. Dr. Moore and Dr. Kahlke, who examined me, found I never had a rupture and the only thing that was troubling me was a little bruise which probably had been caused by falling down the iron stairs."

Another of Flint's Victims

Another of Flint's victims is Nels Peterson, who resides at 3135 Paulina Street. Something more than a year ago Peterson was lured by an ad. in one of the local newspapers to that celebrated "hernia specialist's" office at 322 South State Street. He was suffering from a double rupture. Flint "treated" Peterson for six months. He used his usual method—the injection of paraffin. He gave his dupe two doses—two cupfuls of the fluid. Then Flint collected $70. At the end of six months the paraffin hardened, forming two lumps in Peterson's body, which caused him intense pain. Peterson became convinced that he was the victim of malpractice. A visit to Dr. A. J. Ochsner confirmed this impression. The doctor told Peterson that he was in a dangerous condition. The man underwent an operation and the two lumps of paraffin were removed. Peterson keeps the lumps in a bottle. They are souvenirs that remind him to keep away from Flint.

SOME OF DR. FLINT'S SWINDLES

A man who is now a patient at the county hospital writes as follows:

"I am a reader of your paper since the time I learned a little English. May heaven's blessings descend on you for what you are doing for the benefit of humanity in exposing those 'doctors.' Nothing like it since the Bible. I hope you will use your power so that foreign papers will not be permitted to print their ads. About six years ago I took sick. I read the advertisement of the Vienna Medical Institute, lately under the name of Dr. E. N. Flint, who diagnosed my case as specific blood-poisoning. I think I paid him $45 or $65, and was promised a cure by that cur. He said it would take three months. In all this time my condition grew worse, but I kept on taking the 'treatments'—electricity, medicine, and so on.

"When I wanted my money back he said there was something else wrong with me. He said I had nervous prostration, and if I would add $40 to what I had already paid he would cure me in four months. Four months passed and I got still worse. At the end of that time he said I had the piles. I knew what piles are, so didn't believe it. He then said it was the blind piles, and if I wasn't cured from it I might die any day. He insisted on my bringing my bank-book, and charged me $35 for the cure, which he said would last for two

or three months. I again got worse, for worry that all my money was gone caused me many sleepless nights, and in daytime I was unfit to work. Nevertheless, I kept on coming from Lake Forest, Ill., every week, the round trip costing 75 cents. One Sunday morning coming for treatment I found the institute moved from the northeast corner of La Salle and Madison Streets, and never could find it until I saw Dr. Flint's picture in the papers advertising ruptures cured without cutting, at all prices from $5 to $25. I did not go to him then, and while gradually getting worse I had to work at all kinds of jobs.

Helped by United Charities

"Finally, I got so bad that I could hardly walk to my work. I was advised to apply for help to the United Charities of the city. These people did all in their power, and had Dr. P. Bassoe treat me in the Presbyterian Hospital. He diagnosed my case as neuritis, and said it would take a long time to cure me. So I am here at present, probably on account of that swindler fooling me and taking my money. I never dream of ever getting it back again, but if I could I would give it all to get such robbers. They advertise that they speak all kinds of foreign languages. When I asked, in German, to see the doctor, I was told that the German doctor was on his vacation. I then asked to see the Bohemian-speaking doctor. I was told that he had just left for home. And I didn't know a word of English then."

HOW DR. FLINT WORKS 'EM

Of the hundreds of Dr. E. N. Flint's victims in Chicago is M. J. Cinsiner. He lives at 2349 West Lake Street. He saw Flint's advertisement in a Chicago daily newspaper and being a sufferer from rupture called on the "specialist." The usual injection of paraffin was given and Cinsiner came away after paying $54 feeling that he was well. In a short time the paraffin hardened into a lump and Cinsiner was compelled to go to another doctor who equipped him with a truss. He subsequently called on the newspaper that had printed the swindling advertisement and stated his case. The man he saw at the newspaper office suggested that he call on the county agent. The paper continued to run the advertisement. Cinsiner then went to see a lawyer. The lawyer, who was an honest man, told him Flint made it a practice to retain shrewd and unscrupulous lawyers for just such cases as his and that so many legal technicalities would be interposed that it would cost more than $54 to get his money back.

USING THE MAILS

Flint does not confine himself to rupture cases, however. He pretends to be able to cure anything from ingrowing toenails to cancer. The *Tribune* has some of his correspondence in its possession. Following is a "come-on" letter that he wrote in answer to a decoy letter sent him by the *Tribune's* correspondent in Kenosha. The correspondent complained vaguely that he thought he was suffering from "kidney trouble." Flint immediately suggested Bright's disease as the malady and $1,000 as the fee:

Mr. Joseph Wallace, Kenosha, Wis.—Dear Sir: I am taking your letter most seriously. My son was taken sick with this same trouble last February, and was sick enough so that he was in the hospital six weeks straight, and yet to-day he is absolutely well and strong. His mother died of this same trouble when he was 9 years of age. He is now 20.

I am very much interested in your case, and if you will come to Chicago and see me personally I will be very glad to go into your case thoroughly and see what the prospects are for a cure.

I will say this candidly to start with, that if you have albumin and the casts in your urine accompanying definite parenchymatous nephritis, or Bright's disease, commonly so-called, then if you are going to get well it is going to be a long, hard fight, and will probably cost you, hospital bills and all, in the neighborhood of $1,000.

If you come I will see to it that your case is handled by the very best and most expert medical ability in the city of Chicago. Respectfully yours, E. N. FLINT, M.D.

Flint's lawyers may have taught him the danger of committing himself in writing. Had "Wallace" visited him in his office the quack, judging from his usual practice, might have asserted positively that his caller had Bright's disease in an advanced stage.

QUACK'S AIDS TELL OF HORROR CHAMBERS

Two Flint "Institute" "Floor Men" Detail How Poor Patients Are Fleeced—Wax Works as First Lure—Operate in Other Cities

[*Chicago Tribune, Oct. 31, 1913.*]

The *Tribune* presents to its readers to-day the "confessions" of two men who know a certain phase of medical quackery from the inside. They are former employees of that eminent specialist in "getting the money," Dr. Edward N. Flint, who practices medical skullduggery at 322 South State Street.

The individuals who made the "confessions" were "floor men" in "institutes" which Flint conducts in a string of middle western cities as a side line to his regular "offices" in Chicago. The business of the "floor man" or capper is to mingle with the crowds that visit the "institutes," gain their visitors' confidence and lure them to the "case taker" and the doctor who fleeces them. It may be said in behalf of the two men who talked to the *Tribune* that when they entered Flint's employ they did not know he was a swindler and that they got out of the business as soon after they had learned the truth as they could.

Their names are suppressed because the *Tribune* believes them to be potentially honest and does not wish to destroy the reputation of men who, in different surroundings, would turn out to be useful citizens. "Institutes" of the kind Flint runs are well known to the average Chicagoan. They are the wax-work shows which recently have been ordered suppressed in Chicago by Health Commissioner Young. Some still are running surreptitiously. The visitor is attracted to the "institute" by a wax-work display occupying one of the windows. He enters and finds himself in a long room containing 100 or more wax effigies representing human beings in various stages of disease. The figures in the front of the room are exceedingly frank in their display of the human form. That is to give the show drawing power among the prurient.

Chills of Horror Started

As the visitor passes down the line, however, the statues undergo a subtle change. He finds chills of horror beginning to chase each other up and down his spine. He stops in front of a cabinet with a glass front. As he peers through the pane the interior of the cabinet suddenly is illuminated by electric light and the face of an idiot boy leers out hideously at him. Over the boy's head, sharply set off by a shaded light, are the words:

"LOST MANHOOD"

The visitor starts away in horror and is immediately approached by a man in uniform, who suggests that he go up and see the doctor. A little farther on a tableau displays the ravages of venereal diseases. By this time, quite naturally, the visitor is beginning to feel ill. This is the time for the "floor man" to get in his fine work. The "floor man" has been watching the crowds carefully. He has picked this particular visitor as a "live one." He arrives at the man's side and offers his sympathy. He desires to know the visitor's symp-

toms. The visitor, glad to confide in any one, tells what he thinks is the matter with him. The "floor man" gets him a drink of water and then adroitly ascertains how much money he has with him.

When this information is given the visitor is ready for the doctor. In the slang of the "institutes," the operation which follows is "feeing the patient." A patient is "feed" in the slang of the institute when he has been fleeced. If he comes back for a second fleecing he is "refeed."

INSTITUTES OWNED BY REINHARDT BROTHERS[1]

The "institutes" over which Flint has supervision are only a part of a string of between thirty and forty similar institutions now being operated throughout the middle west. The string is owned by the Reinhardt brothers. Flint and a man named A. L. De Souchet own only small interests in particular "institutes." Among the communities in which the Reinhardts are particularly active just at present are:

Chicago,	Gary,	So. Chicago,
Hammond,	Joliet,	E. S. Louis,
Peoria,	Milwaukee,	Indianapolis,
Des Moines,	St. Joseph,	Omaha,

ONE "FLOOR MAN'S" STORY

The connection between Flint and the Reinhardts having been established, the stage is now set for the introduction of the two reformed "floor men." One of them is a young, clever-looking Hungarian. This is his account of his connection with the swindlers:

"My trade is that of a milliner. I am about 25 years of age, am married, and have one child, a baby. Last May, spring being the slack time in my business, I found myself out of work. I was willing to do anything to earn a living, for I had saved nothing and my family was destitute. I watched the want ads. in the newspapers and one day saw an advertisement for a porter signed by Dr. Flint of 322 South State Street. I applied for the position. The man that I met at the office was the elder Reinhardt. He seemed pleased with my appearance. He asked me how many languages I could speak and I told him 'several.'

Gets Job with Reinhardts

"'You are the man I want,' he said, 'but I'm not going to make you do porter work. You are too smart-looking a chap for that. I will make a first-class salesman out of you.' Of course I was pleased. He introduced me to Dr. Flint and told me to come around the next day to begin taking instruction in my duties. I spent the next four days in the offices at 322 South State Street. I was taken in hand by Flint, who gave me a thorough course of instruction in the use of the wax figures, which, he informed me, are in all of the Reinhardt institutes. I also was given the names of the diseases which the Reinhardts claim to be able to cure, together with a line of medical talk which I was to use when talking to prospective patients. I was told that my job would be that of 'floor man,' that I would have to talk to the people who visited the institute.

"He said the size of my salary and the length of time I would hold my job would depend on the number of 'rummies'—that was the word Flint used—I

1. The story of Wisconsin's fight against the Reinhardt fraud is told in the pamphlet, "Medical Institutes," published by the American Medical Association.

persuaded to take treatments. After I had memorized the medical lingo and other details of the business Flint gave me a final examination and told me I was ready for 'practical' work. I had by that time familiarized myself with all the details of 300 wax models exhibiting diseases of various kinds in different stages of development. At the end of the four days' instruction I was sent to Milwaukee, where I was turned over to the man in charge of the Milwaukee institute, whose name was Hermason. I stayed with him for four days, working on the callers who came to the Milwaukee institute. At the end of the four days Hermason told me I would 'do,' and sent me back to Chicago to report to the main office. From Chicago I went to Gary, reporting at the Reinhardts' Gary institute. The Reinhardts paid all of my expenses and gave me a salary during all of this time.

Wax Figures in Front Window

"I remained at Gary for three months. The institute there is an elaborate affair, but I understand that the Reinhardts have an even more elaborate place at Indianapolis. The institute was all on the ground floor, with a display window in front in which are wax figures of a nurse and a doctor caring for a syphilitic baby. Back of this is the main showroom, containing fifty wax figures, representing both sexes and showing the effects of syphilis, cancer, heart trouble, Bright's disease, gonorrhea, lost manhood, and other afflictions.

"I liked the work well at first. I knew nothing about medicine, for I am only a poor Hungarian boy and I never had much education, and I believed that the institute was really what it represented itself to be—a place where diseases was cured. During the three months that I was at Gary we averaged about forty callers a day. My business was to go around among the visitors, pick out the ones that looked as though they had money, and engage them in conversation. I had been taught to 'make myself a good fellow.' I got the visitor scared and then suggested to him that he go to the rear of the showroom where he could consult our doctor. Some days I would only get one patient; some days I got as many as fifteen or twenty. I averaged about eight patients a day. Eight patients a day was as much as was expected of me.

"It was not until I had been at the institute several weeks that I learned that the place was a nest of thieves. This knowledge came to me through my taking a consumptive up to our doctor's office. After the physician had looked him over and the man had gone away the doctor said to me:

"'Eddie, I feel sorry for that poor fellow. He's almost gone."

"'Well, doctor,' I said, 'we can cure him, can't we? He'll be all right in a few weeks.'

"The doctor looked at me for a long time, as though I had said something surprising. Then he whispered, as if he were ashamed: 'Eddie, don't you know we never cure anybody here?'

"I thought of this for a long time and then something else happened to make me hate my job. A woman came in with a baby 4 or 5 months old. The child had the whooping-cough. I brought them into the doctor's office. She laid the baby on the operating table and it coughed so much that I went out of the room. You see, I have a baby myself and I couldn't stand it to see that woman's child treated by our faker. That same day I saw the woman on the street. I spoke to her and she remembered me. We walked along together.

"'I will talk to you like a good friend,' I said. 'Keep away from our doctor. He is a faker. All he wants is your money. He may kill your baby.'

"The woman never came back. Soon after this an incident occurred that subsequently cost me my job. At the time the woman came with the baby there was a patient visiting the institute named Sandor Koborg. He lives at 3627

Sidney Street, Indiana Harbor. He is a Hungarian like myself and about my own age. He had a bad case of varicocele, which, as he was a blacksmith, hindered him in his work. The first time he saw our doctor he paid $20. Later he paid $20 more. He was buying medicine from us all the time. He told me he had paid $40 for medicine. This Koborg was married. He had a wife and baby in Hungary and was trying to save money to bring them to this country. Our fake doctor was taking everything he earned.

Moved by Victim's Tears

"One day, after he had paid the doctor some money Koborg came out to see me. We had got to be good friends. He began telling me his troubles, and soon he started to cry. I couldn't stand that. I told him to meet me at the Lake Shore depot at lunch time and I would tell him something. At lunch time I found Koborg at the depot. I said I was going to tell him something, but that first he must swear that he would keep my secret, because if the people at the institute knew what I was doing I would lose my job. When he swore that he would be true I told him that our doctor was a faker and that he would never do him any good. Koborg was astonished to hear this and at first would not believe it. At last he was convinced. Then I persuaded him to go to Dr. D. B. Bloomstein of Gary, whom I knew to be honest. Dr. Bloomstein operated on him a few days later and Koborg walked out of the hospital cured.

Betrayed by Pharmacist

"My friend was grateful for what I had done. A little after this I was sent to South Chicago and Koborg and I corresponded. One day he came in to see me. Before that I had told our pharmacist something about my experience with Koborg. I believed the pharmacist hated the fakers too, but I found out afterward that he was betraying me. When Koborg came to see me Flint was in the institute. After Koborg had gone Flint sent for me.

"'Eddie,' he asked, 'who is this friend I saw you talking to? Wasn't he one of our 'rummies" in Gary?'

"I said he had been treated by the Gary doctor.

"'You sent him to another doctor, didn't you?' said Flint. He was all swelled up with his feelings. I knew then the pharmacist had told him everything.

"'Yes,' I said, 'I did. I was sick of seeing him swindled by fakers.'

"'You ——, get to h— out of here! shouted Flint.

"I told him I would go, but first he must give me my money. He would not pay me. I left the place and went to a lawyer, and Flint finally had to settle with me."

ANOTHER FORMER "FLOOR MAN'S" STORY

Another former floor man tells the following story:

"I am a salesman by profession. About four months ago I found myself out of work and looking around for something to do. I read an advertisement for a first-class salesman who could speak several languages. I answered the ad. and soon after received a letter from a Dr. Reinhardt. Reinhardt asked me to call. I visited the office and saw Reinhardt. He introduced me to Flint. Flint told me, 'You are just the man I want. I like your appearance.' I remained in Chicago during the next week, calling daily on Flint and Reinhardt and receiving from them instructions as to my future course of action while in their employ. They taught me a line of medical talk and prepared me for receiving patients.

"At the end of the week Flint and his wife and myself took a train for Indianapolis. Their plant there is at 28 South Illinois Street. On the ground floor is a window in which is exhibited a group of wax figures operated by machinery, which shows how to resuscitate a drowning man. That draws the crowd. I went to work on a Saturday. It was the last day of the automobile races and there was a big crowd in Indianapolis. That day we had 800 visitors. I know that, because one of my duties was to keep track of the number of pamphlets printed in different languages that I gave away. I gave away 800. I was to be floor man. Before I went to work I had a talk with our case-taker, a man named Woods. His instruction in effect was that I was to 'con' the suckers and get them upstairs to him so he could get the money. This was a surprise to me, because I had come down to Indianapolis convinced the business was honest. I told Woods what Flint and Reinhardt had told me about misrepresentation.

"We're Here to Get the Money"

"'It doesn't make any difference what Flint and Reinhardt told you,' replied Woods. 'You are working for me and you take your orders from me. Remember one thing: We're here to get the money.' I didn't like that very well, but I was broke and I was there in Indianapolis with my wife without friends and it was up to me to make good. I thought, too, that I would be able to come to a better understanding with Woods through Flint. As a matter of fact, I know now that Flint wouldn't have helped me. All that talk he had given me about being honest with the visitors was just plain bunk. They wanted me to be enthusiastic. They knew that if I believed in them I would do better work.

"After my talk with Woods I was turned loose on the main floor. This was a big room full of wax figures. Flint had brought his wife down to see the plant. She never had been in it before. Honestly, I was ashamed when that woman came in there and looked over that stuff. It sure was a show for men only. The real chamber of horrors, though, was on the next floor. That was where they took the suckers to throw the final scare into them. Before I went to work I had a last talk with Woods. He gave me one caution. 'Don't tell 'em you are a doctor,' he said. 'If they call you "doctor" that's all right. You don't have to deny the title, you know.'

"With that he left me and I found myself alone with the negro porter among those wax statues. Pretty soon the 'hicks' began to come in. I walked around among them and engaged myself in friendly and seductive conversation among the ones that looked like they had money. My instructions gave me two things to get out of them. One was their 'weak point'—what they thought was the matter with them. The other was how much money they had with them.

Young Fellows from the Country

"The work was pretty easy. Most of the visitors were young fellows from the country. A large percentage of them were not sick at all—only thought they were sick, the result, usually, of a guilty conscience. I'd talk to them a while and then stick some disease on them—I had a list of diseases from Woods. The virulence of the disease depended on how much money the sucker had. If he had lots of it I'd tell him he had syphilis and show him by means of the wax figures that he was developing the symptoms. One fellow had a wart on the side of his hand. I convinced that chap that he was in an advanced stage of syphilis simply by comparing his wart to a wart on one of our wax dummies. After I had convinced him he had the disease, I took him upstairs to the chamber of horrors and showed him what he would be like in a week or two if he didn't take our treatment.

"This work, as I said, was pretty easy. I didn't have any pangs of conscience about skinning these 'boobs.' Most of them had a skinning coming to them for the way they had been acting, and I figured that anyway it would be worth money to them if we did throw a scare into them that would keep them out of trouble in the future. But a little later in the day I ran across several patients that worried me. One of these was a poor devil with a cancer. I knew by looking at him that the best doctor on earth couldn't cure him. Another was a fellow so weak with tuberculosis he could scarcely walk. I went through the motions and got them up to the doctor. Without batting an eye our quack told them he could cure them in a month. This went on for two days and all the time I was getting sorer and sorer on my job. The blow-off came on the afternoon of the second day when a nice young chap came in and said that he had hernia.

Victim of Paraffin Injection

"He had been to another quack, and the quack had injected paraffin into him. The paraffin had formed into a lump. He was going to get married and he wanted himself fixed up. I knew by this time what our doctor would do with that case. He would take out the first lump of paraffin and then inject some more in another place. I felt sorry for the fellow, but I took him upstairs to the doctor just the same. Our system of introducing patients to the doctor was this: We walked upstairs and I pushed a button for the doctor. He came out, and I introduced him to the patient. Then we left the patient alone in the doctor's reception-room.

"The doctor went back to his office, and I walked out into the hall and over to the case-taker's office. I'd tell the case-taker what our patient thought he had and how much money he had with him. Then the case-taker would pick up a phone on his desk and tell the facts I'd given him to the doctor. After that the doctor would send for the patient. He'd diagnose his case right away as syphilis or whatever I had told the case-taker. The consultation would follow. The doctor never said a word about money. At the end of the interview the patient would want to know how much the treatments were going to cost him. The doctor would put on a look of hurt dignity and reply:

"'I never discuss money matters. I am a physician. You'll have to talk to Mr. Woods.'

"Then he would give the patient a slip of paper and get him out of the office. The patient would walk over to Woods' office, present his slip of paper and ask the price. Woods would tell him the treatment would cost him so much down—the amount he had in his pocket—and so much later. The patient invariably was so badly scared by this time that he would give up quick. You see, it was all cash business. After we'd hooked them once we didn't care if they never came back.

How Floor Man Lost His Job

"Well, when this man got into Woods' office Woods told him that the treatment would cost him $25. I'd told Woods that because the chap had told me he was hard up and I wanted to make the case a flivver. The fellow with the hernia hemmed and hawed and then said he would go and get the money. He came downstairs and asked the porter for me. Then he started in to tell me his troubles. He said that if he had to give up $25 he would have to put off his marriage. That made me feel ashamed of myself.

"What shall I do?" he asked.

"'Do,' said I, 'why, you clear out of this place and don't come back again. Those fellows are a bunch of robbers.'

"Well, right there is where I lost my job."

QUACKS' MANAGER TELLS HOW SICK DUPES ARE RUINED

Former Employee of Flint-Reinhardt Combination Confesses Crimes—Hired to Rob, Not Cure—Tortured in Operating-Room

[*Chicago Tribune, Nov. 2, 1913.*]

A former manager in the Reinhardt-Flint medical "institutes," whose name is suppressed at his own request, tells the *Tribune* the following story of how this combination of quacks robbed their victims and ruined their health:

"On or about May 25, while I was employed as a salesman for a produce firm, I read an advertisement in a newspaper calling for a Jewish salesman. There was no name. It read, 'Call at a certain room number, 322 South State Street.' I answered it and met Dr. Willis F. Reinhardt. He practically employed me on the spot. He told me to give up the position I was holding and that my salary would begin at once and I would just have to stay around the office with him a short while and keep my eyes open. In the meantime I was to let my beard grow. He told me that my beard would give me a professional look. I did.

Put on Pay Roll at $30 a Week

"My salary started immediately at $30 a week. Mr. Reinhardt took me out several times in his automobile and twice to his residence at 50 East Elm Street. He told me that he was the United States representative of Meister Lucius Brünning and Company of London, who were the English controllers of the entire output of Prof. Carl Ehrlich's new remedy for syphilis—neosalvarsan, which is called 914—just the same as salvarsan, his original remedy, is called 606. Finally he told me that he had picked me out because I looked business-like. He wanted me for a managership. My instructions from that minute on were: 'Get the money.' I was told how to get the confidence of a prospective patient and how to work upon their fears and imagination, and how to impress them with the idea that they were in imminent danger of death or at least in dire need of our treatments. He told me I would have a doctor under me. He added that he always had trouble with making the doctors keep their instruments clean and instructed me to watch that feature.

"On June 10, with my wife and baby and 10-year-old boy, I left Chicago over the Rock Island for St. Joseph, Mo., the town in which I was to work, Dr. Reinhardt paying our expenses. Upon my arrival at St. Joe I met Johnson. His name is H. E. Johnson, and he makes his headquarters at the Copenhagen Medical Specialist offices in Davenport, Ia. He also operated similar establishments in Moline and Rock Island, which are near by. A man by the name of Brouillard, who stays at the Chicago office, had made a new set of wax figures for the St. Joe office. They were there when I got there, as well as Will Compton, an old Chicago floor man, who was to be floor man in the St. Joe museum. The doctor didn't arrive until the next Tuesday. Johnson had leased for five years the whole building at 321 Edmond Street, St. Joe. Compton, Johnson and I worked almost night and day for ten days, installing the museum on the first floor and fixing up the patients' reception-room, electrical treatment and operating room, and doctor's private office and 'pharmacy' on the second floor.

"We went at it with saw and hammer and scrubbed and did everything ourselves. Johnson said that he didn't want to have any outsiders in on it. Just before we opened up Johnson told me one day not to refer to the wax-figure show as a museum, but to call it an exhibit. He said that a $500 license was necessary every year on a museum. I asked him how he was going to fix it up. He said he was going out the next day and put it over.

Tells of Giving Bribe Money

"He didn't show up until noon the next day. Then he came in and said, 'I'll let you have the honor of tacking this up on the wall,' and he handed me a permit for the sale of drugs and a permit to operate as a retail merchant.

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Our first thought is to ascertain the real cause of your ailment; our secon dthought is to ascertain if a cure is possible; our third thought to produce speedy and lasting results. Our next thought is the quickest method by which this can be done and then to figure the lowest price for you.
MEN IN THE COUNTRY
Are coming to Milwaukee to be cured by the great Men's Specialists at the Wisconsin Medical Institute. All sensible men afflicted with any disease, weakness, varicocele, or rupture, realize the necessity of having a specialist cure them. Many times a poor doctor will do more injury than good. Be careful, be sensible—don't make a mistake—go to the Wisconsin Medical Institute, Milwaukee, in the Alhambra Bldg., corner 4th Street and Grand Avenue.
One Week Free
If you call now we will give you one week free trial treatment, if you desire, to prove that we can cure you. Did you ever receive a fairer offer?
VARICOSE OR KNOTTY VEINS
We Cure Without Cutting. Come for One Visit.
WHAT IT DOES TO MEN
So much has been said about Varicocele in medical advertisements that every man ought to know if he has it or not. It is a solid fact, however, that we run across men every day that are complaining of weakness who have been so negligent as to not even examine themselves and discover their trouble until it has run them down and weakened them mentally and physically
WHAT IT IS
"Varicocele," a prevalent disease of man, is a dilation or enlargement of the veins, which from various causes become corded and knotty, feeling like a bundle of earthworms when taken in the hand. It usually occurs on the left side and produces dragging sensations in the groin and back. It often impairs the general health and then causes much worry, and you may grow despondent
DON'T WAIT
No sensible man should wait. He should realize that the longer he delays the more the parts affected will waste away. Don't live and linger; DEAD to the joys of health, when we have a good cure for your varicocele and weakness and can make you a happy, manly man with mental and physical powers complete. We cure without cutting. Come for one visit. We cordially invite consultation. We cure after others fail.
Chronic Diseases
And skin diseases, eczema, discharges, ulcers, painful swellings, piles, constipation, itching, heart, kidneys, liver, stomach, catarrh, rheumatism, pains. Consultation free, at office or by letter.
WRITE
Many cases can be treated at home. One personal visit is necessary, but if it is impossible or inconvenient for you to call, write to us. We make no charge for private consultation, by letter or at office. Our price for treatment is always the lowest in the city, and our vast experience enables us to cure quicker than other doctors. Every train brings people to the city to get cured by us.
BLOOD DISEASES
Ulcers in mouth, sore gums, falling hair, swellings, copper colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.
Marriage Laws
Some states have suggested making laws to require men to be examined before given a marriage license. Many men are afflicted with diseases and deformities without knowing it; others know they are not right. Regardless of any laws, every man should, for his own benefit, be as nearly perfect, physically, as possible before entering marriage. We invite men contemplating marriage to consult us free. We will take pleasure in advising you free. If you have any ailment, call at once in time to get cured before marriage
RUPTURE
We can cure almost any case without cutting operation. You need not lay off from work. Many cases are cured in one visit so they never need to wear a truss again. Call and let us explain. Consultation Free
Bladder Trouble and Urinary Obstruction
Many men suffer much from urinary obstruction. Relieving the bladder is so slow and painful that it is a great dread. The trouble is due to closure in the urethral canal, and often, by the water being held back, inflammation sets in, and then matter and blood come with the discharge.
YOUNG MAN
If by your own acts through ignorance, you have violated a single law of nature, against body or mind, by omission or commission especially by any habit, then there is no escaping the punishment made and provided for every transgression, which is Sickness, Decay or Death. The immutable laws of nature, governing and regulating the universe, are so nicely adjusted, both in the animal and vegetable kingdoms, that for each violation of any law there is a fixed penalty of Sickness, Decay or Death. This is as certain as night follows day. And you, young man may pay the penalty right here on this earth. In this life, sooner or later. Take courage and go to The Wisconsin Medical Institute at Milwaukee and be cured.
Middle-Aged Men
The springtime of youth with you has passed. Life is a sober reality. You see, feel and understand differently now. You know more. Looking back over your life you can point out the mistakes you have made. For some of the violations of nature's laws in your youth you have no doubt paid the penalty, for punishment in these transgressions is swift. But written upon nature's calender there are other and graver charges for which you are now probably suffering. Nature will make no compromise in your case; you must suffer the penalty of Sickness, Decay or Death in this life and not in the life hereafter. Now is teh time to act. Be a man and ask for help. Go to the Wisconsin Medical Institute. They will lend you a helping hand and make you well and happy
WISCONSIN MEDICAL INSTITUTE
Alhambra Theater Building, Milwaukee, Wis.
Permanently located—Room 203, Second floor Alhambra Theater Building, northeast corner Fourth street and Grand avenue. Office hours: Every day from 8 a. m. to 8 p. m. Sundays, 9 a. m. to 1 p. m. This is the largest and richest institute in the state, therefore we can cure you the cheapest.
"Our Wonderful Electro-Medical Treatment is Saving Thousands and Will Save You."

Photographic reproduction (reduced) of a typical "Wisconsin Medical Institute" advertisement. This was the Milwaukee branch of the Reinhardt's fraud factories.—[*From Nostrums and Quackery, 1912.*]

I saw that the permit was signed by the superintendent of the health department and the mayor. I asked him how he had fixed it up. He said, 'A ten spot did the work.' I believe, though, that it cost him a lot more. The doctor was a young fellow from St. Louis. He is a real physician. I attribute the

mix-up of affairs in St. Joseph to the fact that he was a good doctor and had a conscience the same as I have. In confidence he told me that they had brought him from St. Louis.

"I will say this for that young doctor: He never hurt any of his patients. In one or two cases that I recall, he told men that there was nothing the matter with them and let them go. But that was not what we were there for and we both knew it. We only acted that way when our sympathies were touched deeply. Whenever the doctor was out I always took his place. I made the examinations, looked wise about the symptoms, diagnosed and prescribed. I knew all the prescriptions, because I mixed them up by the gallon. In the cases I handled I prescribed only harmless prescriptions, but always got as much money for them as the patient could give, and generally contracted him up for a long course of treatments at a big price.

"One day the buzzer sounded upstairs and we waited a long time for the patient to appear. When he didn't show up, I looked down the stairs, and there was Compton almost carrying an old man up the steps. We got him in the operating-room. He had neither hair nor teeth; he was deaf and his sight was failing. Compton had talked him into the belief that the only reason he wasn't as young as he used to be was because he had lost his manhood, and we were the only people who could restore it. He signed a contract for a course of treatments by which he thought we could rejuvenate him. Of course we got the big initial fee, which insured his return for more treatments. We had to carry him down the stairs on the way out, but he went home with the belief for all his eighty-four years that he would be a boy again in a week.

"I mixed the prescriptions. We had several shelves of medicine, that looked rather imposing. Most of it was colored water. The doctor would write on the prescription "Aqua Missourianus," which called for plain Missouri River water, colored green, red or blue, with fruit coloring. In Chicago and in Gary, Ind., the prescriptions called for "Aqua Michiganus." Hinkle's pills were a great favorite. You can get a dozen for a nickel in any drug store. We sold them seven for $2. We had them in three colors, so that a patient could be kept using them three weeks, thinking they were different pills. Hinkle's pills are mild cathartics.

Making "Elixir Simplex"

"Our popular 'come-back' prescription was elixir simplex. It is almost whisky and any man who uses it regularly can get a jag on it. They always came back to have the prescription refilled. I used to make the stuff by the barrel. First, if we were out of alcohol I would send a boy with a two-gallon jar for one gallon of alcohol. When he returned I would fill the jar up with a gallon of water. Then I would be ready to mix. The prescription calls for four pounds of sugar, two and two-fifths pints of alcohol, and 'Aqua Missourianus quantitat sufficiat ad cong. II,' which means a sufficient quantity of water to bring the whole up to two gallons. Then I would add one and a half ounces of fluid extract of orange peel and color the whole with burnt sugar. It was a sure jag. We would get anywhere from $2 to $5 for a four-ounce bottle of the stuff.

"My reports were all made in cipher. I used to send them out every night. The cipher initials and the key to them are as follows:

"'M. C.—Museum calls.'

"'N. C.—New calls to doctor.'

"'N. C. P.—New calls put—"put" means money collected.'

"'C. B.—Comebacks—men who called at museum and after reading literature came back for examination.'

"'C. B. P.—Call backs put.'

"'O. C.—Old calls.'

"'N. F.—New fees—amounts contracted for.'

"'O. F.—Office fees.'

"'P. R. T. H. O.—Previous remittance to home office.'

"I made all remittances by draft to Johnson at Davenport. Our salaries came by check on a Davenport bank. They were signed 'W. F. Reinhardt, per H. E. Johnson.' I used to send my drafts by different banks, upon Johnson's orders, so that they wouldn't know how much business we were doing. From the start we began cleaning up about an average of $15 a day.

Employees Ashamed of Their Work

"It was congenial in St. Joseph. While playing the game there was enough excitement to quiet the conscience, and then the young doctor, who was a man of my intelligence, and myself, used to talk on interesting subjects. Both of us evaded as much as possible the topic of our work, because both of us were inwardly ashamed of it. I know the doctor was heartily, because it meant the blasting of his future as a reputable physician. I honestly believe that he did do good for some of the patients and I don't think he did any of them any harm, except when he took their money. In July Compton got to drinking heavily. One day he left the switch on in the electrical treatment room and there was a fire that night. It burned the machine, the partition, the top of a typewriter stand, and ruined an electric heater. A young fellow by the name of Potter came over from the St. Joseph Railway, Light, Heat and Power Company to fix the wires. He was around there a couple of days monkeying with the machines, and I told the doc, laughingly, that I'd get him yet.

"'By the way,' I asked the doc, with a wink, 'what has that fellow got?'

"'Oh, call it gleet,' he said, although the man had never submitted to an examination.'

"I got Potter. He didn't know that he had anything, but before I got through with him he was convinced that he had gleet. When we used to joke about it after the suckers had gone we would say, 'Well, if he hasn't got it he might get it; you can't tell.'

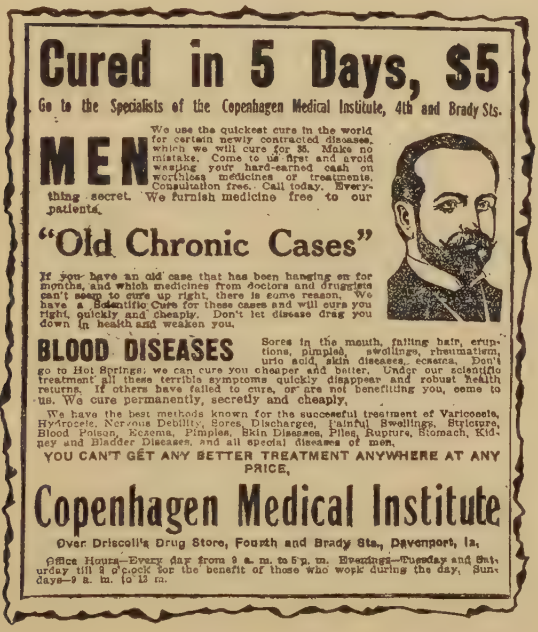
"I used some sounds on Potter and gave him seven Hinkle pills. He paid me $3 and thanked me for discovering his malady in time before he fell a victim to some of the terrible diseases I pictured for his benefit. All that time we were putting out our literature to all who dropped into the museum, which was free. The literature was of three kinds. Each kind was printed in seventeen different languages. From what I have learned of the business I don't believe that the St. Joe branch will prosper as much as other branches, because there isn't the ignorant foreign element to depend upon. The foreigners are the easiest. Dr. Reinhardt refers to the first book as 'General,' the second as 'General and Sexual,' and the third as 'General, Sexual, Venereal.' The first one might be mild, but anybody who reads either the second or third is a wonder if he gets through without believing there is something the matter with him.

Why Visitor Was Nervous

'One night a young fellow rushed up into the office out of breath. I was there alone. The doctor had gone home. We always kept open until 8 o'clock. This young fellow, like many others, was wary about being seen to enter the place, so he waited until late and sneaked in a side door. There was perspiration on his forehead and he was visibly nervous. I knew in a minute what was

the matter with him. He had been reading our book. After he had told me his symptoms, during which I was very serious, I told him that he had come in just in time. I had cut my finger during the day and used this as an excuse for not treating him at that time. My main object was to get him to come back the next day so that the doctor could get him.

"I told him that I would give him something that would arrest the progress of his affliction for twenty-four hours, but no longer. He would have to come in the next day. I took a sample of urine and heated it over a burner. I held it up to the light for him to look at. He did, and so did I. He knew as much about it as I did, but I told him that he was in an awful condition, and he


Cured in 5 Days, $5
Go to the Specialists of the Copenhagen Medical Institute, 4th and Brady Sts.
MEN
We use the quickest cure in the world for certain newly contracted diseases, which we will cure for $5. Make no mistake. Come to us first and avoid wasting your hard-earned cash on worthless medicines or treatments. Consultation free. Call today. Everything secret. We furnish medicine free to our patients.
"Old Chronic Cases"
If you have an old case that has been hanging on for months, and which medicines from doctors and druggists can't seem to cure up right, there is some reason. We have a Scientific Cure for these cases and will cure you right, quickly and cheaply. Don't let disease drag you down in health and weaken you.
BLOOD DISEASES
Sores in the mouth, falling hair, eruptions, pimples, swellings, rheumatism, uric acid, skin diseases, eczema. Don't go to Hot Springs; we can cure you cheaper and better. Under our scientific treatment all these terrible symptoms quickly disappear and robust health returns. If others have failed to cure, or are not benefiting you, come to us. We cure permanently, secretly and cheaply.
We have the best methods known for the successful treatment of Varicocele, Hydrocele, Nervous Debility, Sores, Discharges, Painful Swellings, Stricture, Blood Poison, Eczema, Pimples, Skin Diseases, Piles, Rupture, Stomach, Kidney and Bladder Diseases, and all special diseases of men.
YOU CAN'T GET ANY BETTER TREATMENT ANYWHERE AT ANY PRICE.
Copenhagen Medical Institute
Over Driscoll's Drug Store, Fourth and Brady Sts., Davenport, Ia.
Office Hours—Every day from 9 a. m. to 5 p. m. Evenings—Tuesday and Saturday till 8 o'clock for the benefit of those who work during the day. Sundays—9 a. m. to 12 m.

Photographic reproduction (reduced) of a typical advertisement of the Copenhagen Medical Institute, another of the numerous names under which the Reinhardts operated. —[*From Nostrums and Quackery, 1912.*]

believed me. I should have told you that with my red Van Dyke beard and white coat I really looked like a doctor. I put two drops of lysol in a graduating glass and then carefully poured in some red Aqua Missourianus, displaying the greatest carefulness in measuring the liquid. I put the mixture in a two-ounce bottle and told the man to go home and bathe the affected parts and then go to bed. I told him to set his alarm clock so that it would ring four hours after he retired, and at that time to get up and bathe the parts again and set the alarm clock four hours ahead, and repeat through the night. Last of all I impressed upon him the necessity of being at the office at 9 o'clock the next morning. He was there before the doors opened.

"I had to tell the doctor about it, because it seemed a good joke at that time, and, of course, the doctor had to go through with it. He continued the boy on treatment, but cautioned him to abstain from all alcoholics. A week later he came in early in the morning, almost crying. He said that his father had had some beer at the house the night before and had offered him some.

"'I couldn't refuse, doctor,' he said, 'because he would have known right away that something was the matter with me.'

"We didn't reassure him, but increased his fear by telling him that it would probably set him back a long while. He left more worried than ever.

"About this time my wife began to lecture me about the business. One day I called up Johnson at his office in Omaha and told him that I was through. He came down immediately and I left in a week. I came back to Chicago practically penniless. For ten days I tried to get a job, and, failing, had to go back to the Reinhardts. I went to the South State Street office and told Reinhardt my position. He sent me to Gary about August 10, which was just ten days after I left St. Joe.

Johnson Brains of System

"Johnson is the brain and heart of the web—that chain of offices. He manages all of them in Peoria, Rock Island, Moline, Davenport, Des Moines, St. Joseph and Omaha. All of them go under different names. I think that Johnson and the two Reinhardts share alike in the proceeds, which must amount to something enormous. Each gets daily reports from the managers of those offices. One goes to the Reinhardt in St. Paul addressed to his residence, 544 Portland Avenue. Another goes to Johnson at his home, 106½ West Fourth Street, Davenport, Iowa, and the other is sent to the home of the other Reinhardt, 50 East Elm Street, Chicago. At Gary, Ind., the humbuggery I witnessed was sickening. I realized then that the young doctor and I never could have succeeded in St. Joseph or anywhere else, because we were conscientious —we were untrained children in the game of 'getting the money.'

Working the Gary Laborers

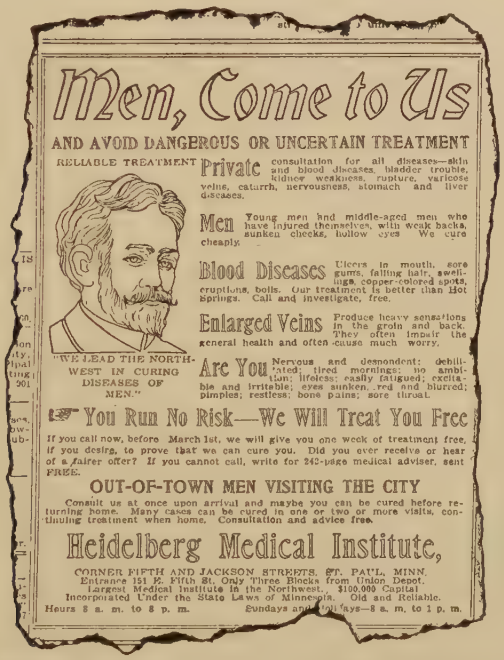
"At Gary, where I was installed as manager and pharmacist on August 10, I met the floor man, whose account you have already published in the *Tribune*. I like Eddie. He is a man with a conscience. But I wouldn't like to be in Eddie's shoes. They'll get him for coughing up that stuff, although if he had not done it I feel that I would have. The atrocities we witnessed were just more than a human being could stand. The Gary office is at 436 Broadway. There is a museum in front with the offices and operating-rooms in the back. Julius Sweizenthall is the general manager of this place, as well as the ones in South Chicago, Hammond, and one I believe in Fort Wayne. He manages the whole chain, which are owned by Dr. Flint and the Reinhardts. Sweizenthall is an educated, cold-blooded, heartless giant. Dr. Morse is the physician.

"Men are not merely swindled in that office, they are ruined in health. I myself caught Dr. Morse rifling the clothes of a patient I had on the electrical table. The man's clothes were in the next room. I came in and caught the doctor going through the man's coat. The card index at the Gary office is full of such notations as 'Faker—claims he lost $20 while in office,' or 'N. G.; tried to tell us he had been robbed of his pay envelope while here.' These notations are made so that in case the man makes a complaint to the police the doctor will show the notation to the police and say: 'Yes, he was here and said he had been robbed, and we made a notation of it, but know nothing about it. We are a reputable firm of business men and we couldn't afford to do business of that kind.'

"One day a man came in with an inflamed eye. He had caught cold in it or it had become red from working in front of an open furnace. Dr. Morse looked at him. He told the interpreter to ask the man how much he would give if the doctor made him see through the eye right away. The interpreter shrugged his shoulders and said, 'Doctor, the man only has $20.' 'Well, I'll do it for that,' said Dr. Morse.

Puts Cocain in Eye

"He put that man on the table and dropped a 4 per cent. solution of cocain in the man's eye. The man saw immediately, but I knew that the cocain had almost paralysed the optic nerve. I thought that the man stood a good chance of going blind. I went to Sweizenthall and remonstrated.


Men, Come to Us
AND AVOID DANGEROUS OR UNCERTAIN TREATMENT
RELIABLE TREATMENT
Private consultation for all diseases—skin and blood diseases, bladder trouble, kidney weakness, rupture, varicose veins, catarrh, nervousness, stomach and liver diseases.
Men Young men and middle-aged men who have injured themselves, with weak backs, sunken cheeks, hollow eyes. We cure cheaply.
Blood Diseases Ulcers in mouth, sore gums, falling hair, swellings, copper-colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.
Enlarged Veins Produce heavy sensations in the groin and back. They often impair the general health and often cause much worry.
"WE LEAD THE NORTHWEST IN CURING DISEASES OF MEN."
Are You Nervous and despondent; debilitated; tired mornings; no ambition; lifeless; easily fatigued; excitable and irritable; eyes sunken, red and blurred; pimples; restless; bone pains; sore throat.
You Run No Risk—We Will Treat You Free
If you call now, before March 1st, we will give you one week of treatment free. If you desire, to prove that we can cure you. Did you ever receive or hear of a fairer offer? If you cannot call, write for 242-page medical adviser, sent FREE.
OUT-OF-TOWN MEN VISITING THE CITY
Consult us at once upon arrival and maybe you can be cured before returning home. Many cases can be cured in one or two or more visits, continuing treatment when home. Consultation and advice free.
Heidelberg Medical Institute,
CORNER FIFTH AND JACKSON STREETS, ST. PAUL, MINN.
Entrance 151 E. Fifth St. Only Three Blocks from Union Depot.
Largest Medical Institute in the Northwest. $100,000 Capital
Incorporated Under the State Laws of Minnesota. Old and Reliable.
Hours 8 a. m. to 8 p. m. Sundays and holidays—8 a. m. to 1 p. m.

Photographic reproduction (reduced) of one of the Reinhardt's Minnesota advertisements —the Heidelberg Medical Institute. This appeared after these quacks had been driven out of Wisconsin.—[*From Nostrums and Quackery, 1912,*]

"'It's bad enough to fool with men who have had diseases,' I said, 'but it's criminal to monkey with a man's sight.'

"These are cases in which Sweizenthall shows how wise he is. He went in and bawled the doctor out for it, and when the man came back the next day he was instructed to go to a 5 and 10 cent store and buy a pair of blue goggles for 10 cents. That reassured the patient that he was not being victimized, and consequently stopped any further kick from him. The last day I was there my wife came down to the office to meet me. I rushed out of the operating-room, tearing my hair. I said to her: 'I can't stand it another minute; I'm through.' There was a man slowly bleeding to death on the table. They were trying to administer neosalvarsan with a rusty injection needle.

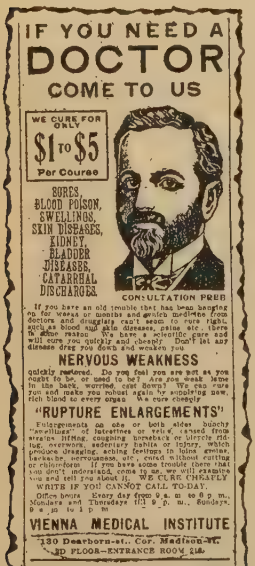
"Morse and Sweizenthall were digging around in the flesh of his arm with that rusty needle, trying to strike the artery. They couldn't pierce it because the needle was dull. It was sickening. As I rushed out of the room Sweizenthall grabbed me by the throat in the hall. 'If you say a word about this I'll kill you,' he said. I told him that I was through. I took off the white coat I was wearing and walked out. I don't know whatever became of the man on the table or any of the hundred others that were butchered."

MEDICAL FAKERS TRY "STRONG-ARM"

Flint-Reinhardt-Johnson Combination Uses Bulldozing and Violence—Driven to Desperation—Seek to Force Editors in Other Cities to Retract on "Tribune's" Story

[*Chicago Tribune, Nov. 16, 1913.*]

The Flint-Reinhardt-Johnson combination of quacks are fighting desperately, it was learned yesterday, to retain their hold on the district outside of Chicago, which has been seriously shaken by the *Tribune's* exposé of their methods. Strong-arm methods have been used in at least one instance in a futile attempt to intimidate a man who testified against them in Chicago, and in other places bluff, fake affidavits and coercion are employed to induce newspapers to retract excerpts from the *Tribune* which they have published. The combination has not asked the *Tribune* to retract.


IF YOU NEED A
DOCTOR
COME TO US
WE CURE FOR ONLY
$1 TO $5
Per Course
SORES, BLOOD POISON, SWELLINGS, SKIN DISEASES, KIDNEY, BLADDER DISEASES, CATARRHAL DISCHARGES.
CONSULTATION FREE
NERVOUS WEAKNESS
"RUPTURE ENLARGEMENTS"
VIENNA MEDICAL INSTITUTE
130 Dearborn-st., Cor. Madison-st.
3D FLOOR—ENTRANCE ROOM 218.
"THE DAILY NEWS — Chicago's most popular newspaper."—The Journalist, New York.

The Vienna Medical Institute used to be the name of the Reinhardts' Chicago branch.—[*From Nostrums and Quackery, 1912.*]

Dr. W. R. Reinhardt, who is the acting head of the quack syndicate in the middle West, left yesterday for New Orleans, where, he has been informed, the local "institute" is in trouble. Johnson—H. E. Johnson of Davenport, Iowa—is at St. Joseph, Mo., where exposures by the *Gazette* have caused trouble. Dr. Edward N. Flint is holding the fort in Chicago in empty offices at 225 South State Street. In St. Joseph attempts to coerce the editor of the *Gazette* have failed. It was in a desperate attempt to force a retraction by that newspaper that the Flint-Reinhardt-Johnson combination used strong-arm methods. A first attempt to force the *Gazette* to retract on the *Tribune's* story having failed, Johnson and a St. Joseph lawyer named Lawrence E. Goldman came to Chicago, and, having picked up another man named Giddings, went to the plant of Spiegel, May, Stern Company at 1055 West Thirty-Fifth Street

Bulldozing Methods Told

They called out of the office a young man who is employed there, who formerly was in the employ of the combination as manager of the St. Joseph "institute." He had resigned when he found out what kind of a place the combination was operating. This is the young man's story of what happened:

"As soon as I sat down three men surrounded me and in a threatening manner demanded that I sign an affidavit they had prepared. I asked to be allowed to read it. I found to my astonishment that it set forth I had been paid $110 for making the statement about the St. Joseph place which appeared in the *Tribune*. I told the three men I would

not sign the affidavit. I added that I had called up the *Tribune* voluntarily and that I had told my story freely to a reporter later without demanding or expecting any money. I asked them to leave me alone to earn an honest living.

Violence and Curses Tried

"Then the three men began to threaten me. One of them told me he would 'get' me. Another grabbed me by the shoulder and jerked me to my feet. I jerked myself away from them and went back to my office. They left cursing and threatened to 'see me later.' A few days after this Reinhardt called me up by the telephone. He appointed a meeting at the Hotel Sherman. I agreed to meet him and arranged to have a *Tribune* reporter witness the interview. I talked with Reinhardt for two hours at the Sherman. He wanted me to sign an affidavit saying the *Tribune's* charges were false. I refused to sign and he left swearing."

After the first attempt to get the affidavit had failed Johnson went back to St. Joseph, where he resumed his efforts to coerce the editor of the *Gazette*. He brought with him affidavits signed by the men who had been with him in Chicago, saying that the young man they had threatened had made admissions in their presence. These affidavits are all perjured.

DR. BERNARD M. ROSS

He Tells a Perfectly Healthy Caller He Has Seminal Weakness; Asks $20

[*Chicago Tribune, Oct. 29, Nov. 1 and 17, 1913.*]

October 11.—Dr. B. M. Ross has offices on the fifth floor of the Crilly building. Big black letters spell his name on his windows. The office is near the elevator and as one steps out he gazes, naturally, at "Dr. B. M. Ross." I went to see him to-day at 7 o'clock in the evening. The outer office or waiting-room is ornately furnished. Three doors marked "Private" open off this room. A youth in shirt sleeves accosted me as I entered.

"Were you ever here before?" was his greeting.

I assured him I was a genuine new patient and he offered me a seat. There were two other men waiting beside me. Soon a bell rang and the youth motioned one of the two into the south "private" door. Shortly afterward a white-robed doctor—not Dr. Ross—opened another private door, and admitted the other man.

I smoked a pipe, which the white-robed doc told me to put away. He also requested the youth to open the door and let the smoke out. The youth is addicted to whistling "The Trail of the Lonesome Pine," in a peculiar key and is fond of baseball talk. The bell rang again, the man who was talking to Dr. Ross came out, and it was my turn to see the great specialist.

"What's your name?"

"Dimond."

"What can I do for you?"

I told him in general terms several things which I believed to be symptoms of syphilis. He questioned me closely in quick, crisp, and business-like tones, made an examination, and declared I did not have syphilis, but that I was not strong.

"We can fix you up, then."

"How much?"

"Twenty dollars."

Finds Patient Very Weak

"Do I need it absolutely, doctor?"

"Yes, you do. Sit down. You are all run down. You are too weak now to get married."

"All right, doctor."

"Well?"

"How much money do you want now?"

"Have you got $10? You ought to have $10. Give me $10."

"I haven't got that much."

"You ought to have it. Give me $5 then."

I took out four dollars and some change—all I had.

"I didn't know it would cost so much, doctor."

"Give me $4 then I can't—"

"I'll give you $2; I can't afford any more just now."

"Two dollars! Why, I'm wasting time! Two dollars."

"Well, I'll bring you the rest Monday."

"Oh, all right, then, come in Monday. Sit down, I want to get your analysis. What's your first name?

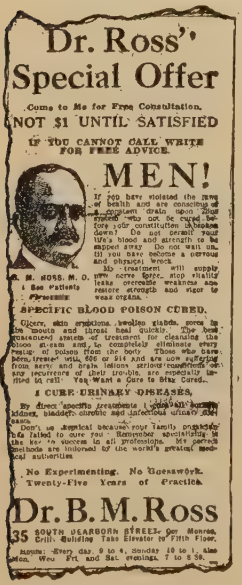
"Everett. I'm a clerk in a grocery in Wilmette."

He wrote out a card, marked "seminal weakness" and $20, and told me to wait. Then he brought me a small box of pills, initialed each one, "B. M. R.," and told me to take one every three hours.

I asked him for a receipt.

"No. Not now. Come in Monday. See me personally. I'll remember. Give you a receipt in full. Monday. Come in Monday. Monday, don't forget. Monday, and have the $18."

When I came out there were four men waiting.


Dr. Ross'
Special Offer
Come to Me for Free Consultation.
NOT $1 UNTIL SATISFIED
IF YOU CANNOT CALL WRITE FOR FREE ADVICE.
MEN!
SPECIFIC BLOOD POISON CURED.
Dr. B. M. Ross
35 SOUTH DEARBORN STREET, Cor. Monroe, Grill Building. Take Elevator to Fifth Floor.

DR. ROSS "GETS THE MONEY"

A former employee of the Legal Aid Bureau writes of the efforts of Dr. B. M. Ross "to get the money." He was foiled in the attempt to collect $110 from a poor woman by the Legal Aid. He tells of the incident as follows:

"A foreign-born woman went to see Dr. Ross about an illness which her son had. She was told immediately that her son needed an operation and inquired how much money she had. She had $4. He told her the operation would cost $35, but he would take the $4 for the first payment and had the woman sign a note for $110. The woman called his attention to the advertisement of Dr. Ross. 'Not a dollar charged until cured.'

"He made a hasty examination of the boy and gave him some medicine. On the following day she returned and was immediately asked if she had any money with her. The patient never returned, but went to a free clinic at the Northwestern University Medical School. From there she was referred to the Legal Aid. I telephoned to Dr. Ross and he said he never had intended to collect the note. However, I advised him to call at my office. After considerable persuasion, he relinquished the note."

PAID ROSS $250

Chicago, Oct. 27.—[Editor of the *Tribune*.]—Was pleased to read your bold exposé this morning of the quack doctors. Dr. B. M. Ross, 35 South Dearborn Street, induced me to take several years' treatment from him, during which time I paid him about $250, with no beneficial results. Hoping you will keep up the exposure until all of the quacks are compelled to close up shop, I am,

SUBSCRIBER.

ANOTHER VICTIM OF ROSS

[Editor of the *Tribune*.]—Just a few lines to say that you have not shown Dr. Ross up enough. I am one of his victims and want to state he is about the biggest swindler there is. He examined me and said he could cure me in a short time for $20. Well, I went six weeks and at the end of that time was just as bad as ever. I went along until it was six months and no better yet.

COME TO DOCTOR ROSS

who has had twenty-five years of continuous practice in Chicago treating the above conditions which is a guarantee to the sick that they will receive the most efficient treatment. The best results are obtained by new methods and treatments that are endorsed by leading doctors of Europe and America. Seek proper medical advice at once, for neglect may be fatal to your whole future happiness. Call about any disease or weakness.

ADVICE WILL BE GIVEN TO YOU WILLINGLY AND FREE OF CHARGE.

DR. B. M. ROSS, 35 SOUTH DEARBORN ST., CORNER MONROE STREET CHICAGO, ILLINOIS. ROOMS 506 AND 507 CRILLY BUILDING

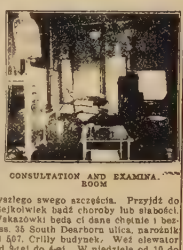
(TAKE ELEVATOR TO FIFTH FLOOR.)

Hours—Every day, 9 to 4; Sundays, 10 to 1; also Monday, Wednesday, Friday and Saturday evenings from 7 to 8.

Doctor Ross is a graduate and licensed physician, established in Chicago 1892, twenty-five years in same location.

Czy objawiają się u ciebie które z tych symptomów?

Czy pogwałciłeś prawo zdrowia? Czujesz się zniechęconym i zniechęconym? Brak ci energii i ambicyi? Masz bicie serca? Czy masz mdłości? Czy masz przykre sny? Czy masz zaparcie, czy cierpisz na jakie dolegliwości żołądka, wątroby lub nerek. Czy masz bóle głowy albo neuralgię? masz kiepską krew, ból w krzyżach, wrzody, bóle w ustach, bóle w gardle, wyrzuty sakome, odbijania się i zgagę po jedzeniu, żółtą skórę, kłopoty z żołądkiem albo masz inne jakie zaburzenia wewnetrzne" Dr. Rossa. 25-letnia i stała praktyka w Chicago w leczeniu powyższych stanów zdrowia, jest gwarancya dla chorych, że otrzymają jak najbardziej umiejętne leczenie Po staraj się o należyte wskazówki medyczne natychmiast, gdyż zaniedbanie może się stać fatalnem dla całego przyszłego swego szczęścia. Przyjdź do doświadczonego lekarza, w sprawie jakiejkolwiek bądź choroby lub słabości. Porada nic cię nie będzie kosztowała. Wskazówki będą ci dane chętnie i bezpłatnie w języku polskim. Dr B. M Ross. 35 South Dearborn ulica, narożnik Monroe ulicy, Chicago. III Pokoje 506 i 507, Crilly budynek. Weź elewator na 5-te piętro. Godziny każdodzienne od 9-tej do 4-ej W niedzielę od 10 do 1szej. Także w poniedziałki, środy, piątki i soboty wieczorem od 7 do 8-ej



CONSULTATION AND EXAMINATION ROOM

Chorzy Mężczyźni i Kobiety

Przyjdźcie do

Doktora Ross'a

Chicagoskiego Specyalisty. Zaklad 25 lat istnienia.

Osoby ciężko pracujące i mające średnie dochody, leczymy najlepszymi środkami medycznymi po umiarkowanych cenach Biednymi sąmiejemy się z taką uwagą, że bogaci nie mogą się spodziewać lepszego leczenia Mężczyźni i kobiety nie potrzebują zaniedbywać swego chorobliwego stanu, ponieważ koszta leczenia w zakładzie doktora Ross'a są dostępne dla każdego. Przyjdź, gdzie możesz otrzymać pomoc, ulgę i wyleczenie z chronicznych chorób, neuralgii, nerwowości, chorób serca, żołądka, wątroby, nerek lub chorób zakaźnych, jak również z tych wszystkich chorób, które są wywołane zaburzeniami krwi i podkopują zdrowie i siły życiowe. Jeśli masz zatrutą krew, przyjdź gdzie kuracya może być osiągnięta prawdziwym 606 lub 914 z pomocą innych stosownych środków Słabi, nerwowi, lub bezsilni mężczyźni czy kobiety, nie potrzebują się obawiać przyjść do nas po poradę, gdyż udzielamy jej absolutnie bezpłatnie. Przyjdź tam, gdzie tysiące osób się leczyło i gdzie im przywrócono zdrowie. Nie zwlekaj, gdy badanie krwi, analiza moczu, egzaminacya promieniami Reontgena lub badaniem mikroskopijnem wykaże właściwy twój stan. Wielu pacyentów długie odbywa podróże ze wszystkich części Stanów Zjednoczonych, aby ich stan zdrowia został należycie zbadany i aby zastosowane zostało należyte ich leczenie. Dr Ross'a offisy i laboratoryum zaopatrzone są we wszystkie elektryczne aparaty, najnowsze instrumenty, a departament aptekarski jest pełen najskuteczniejszych lekarstw

Serganti Vyrai ir Moters

Eikite pas

DAKTARĄ ROSS

Chicagos Specialistas. Įsteigta 25 Metai.

DARBININKAM ŽMONĖM IR ŽMONĖM VIDUTINISKAI PASITURINTIEMS YRA DUODAMAS GERIAUSIAS MEDIKALIS GYDYMAS UŽ VIDUTINES KAINAS. Į BETURČIUS ATKREIPIAMA GERIAUSIA ATYDA IR TURTINGI NEGALI GAUTI GERESNIO GYDYMO. VYRAI IR MOTERS NEREIKALAUJA APSILEISTI SAVE SERGANČIAME STOVYJE, DELTO, KAD DR. ROSS MOKESČIAI. PRISKAITANT GYDUOLES, PRIEINAMI KIEKVIENAI YPATAI.

Eikite kur galite rasti pagelbą del įšgydymo chroniškų ligų, reumatizmo, neuralgijos, nervų keblumų, širdies, vidurių, kepenų, inkstų, puslės, slapnimosi, užkrečiamas ligas kraujo betvarkės ir visas chroniškas sąlygas, kurios naikina sveikatą, stiprumą ir gyvybės pajiegas.

Jeigu Jus turite užnuodytą kraują ateikite kur stebėtini įšgydymai yra suteikiami su tikru 914 pagerintu 606 ir gelbstančiais vaistais. Silpni, nervuoti, serganti arba sulrę vyrai ir moters, negaišuokite ateiti del pasitarimo ir egzaminavimo, kuris bus duotas jums visai dykai. Eikite kur tukstančiai žmonių įgijo gydymą ir buvo sugrąžinti į sveikatą.

When the English language newspapers refuse to carry the advertising of quacks there is always the ignorant foreigner to fall back on.

He just kept me in the same condition all the time and all the time I was paying him money. Well, so it went for almost eleven months, and I finally got enough gumption to stop going to him. I then went to a real doctor and he fixed me up in seven weeks' time. About a month after I stopped going to Dr. Ross I got a letter from him that would make almost anybody who read it believe he was the finest doctor on earth. He got $75 of my hard-earned money.

A. W. H.

DR. ISAAC WALTER HODGENS

He Tells His Perfectly Healthy Caller He Has Prostatitis and Wants $35 for Treatment

[*Chicago Tribune, Oct. 27, 30, Nov. 1 and 5, 1913.*]

Hodgens' place is at 35 South Dearborn Street. He advertises "scientific direct methods" for curing "specific blood poison, acute and chronic infectious diseases, weakness and nervousness" in the shortest possible time, and lays emphasis on the fact that he is a graduate of Jefferson Medical College. He informed a perfectly healthy investigator who called on him that he was suffering from prostatitis and offered to cure him for $35. This diagnosis was based on an examination of a mixture of water, ammonia and anilin which had been submitted to him by his "patient." It is true that he is a graduate of Jefferson Medical College. He was licensed to practice medicine in this state in 1902. He lives in Wilmette.

Visit to Dr. Hodgens

October 10.—I visited Dr. I. W. Hodgens, second floor of the Crilly building, 35 South Dearborn street, to-day. I gave the name of H. Vanderveen.

"What is the matter?" asked the doctor when I entered.

"Nervous," I said. "Wanted to have you look me over. I haven't been feeling well."

He looked at my tongue and said it was badly coated. Then he examined my eyes with a magnifying glass.

"Appetite?" he asked.

"Sometimes good. Sometimes bad."

I told him I was worried over my health because I couldn't enjoy the work I was doing—inside work over a desk.

"I think that something is wrong with your urinary tract," he said.

He asked me to bring him a specimen to-morrow. He said his bill would be reasonable and to feel perfectly safe. He did not require any sort of a deposit. On the walls of his office are pictures of persons in various degrees of syphilis. He ushers patients out of the office by a rear passage.

Oct. 11.—I called on Dr. I. W. Hodgens again to-day. I delivered to him a bottle, which he had provided yesterday, filled with a mixture of water, ammonia and anilin, obtained from the American Medical Association.

"I will have to examine this, Mr. Vanderveen," he said. "It will take me ten or fifteen minutes. Wait here."

He returned in about ten minutes. "Be patient, Mr. Vanderveen, I don't want to say I know what's wrong until I have thoroughly examined the contents of the bottle. I think there is uric acid in it."

In ten minutes he returned again and examined the prostate gland.

Finds "Patient" Very Nervous

"Very sensitive, very sensitive, young man. I will have to make a further examination."

"What is the prostate gland?" I asked him, "and how serious is the trouble?"

"It is a gland just at the neck of the bladder. It might be said that it controls the nervous system. When that is deteriorated you are nervous. You are run down and have no desire for work."

He went out and returned in a moment; then asked me to step into his assistant's office. The assistant, named "Smith" (he said), examined me further.

"Very much enlarged," he said, with a long face, "very much more than I expected. I want to give you treatment."

"How much will it cost?" I asked.

"Well, the regular price for this treatment is $50. You had better take it. You are facing a dangerous thing.

Third Race—Selling; 3-year-olds, and

MEN IMPORTANT FACTS YOU SHOULD BEAR IN MIND

I tell you where I graduated and publish my professional standing for your protection, so that you may know with whom you are dealing. Your advantage in treating with me is that you see me personally, therefore you are getting the benefit of my many years' experience in the treatment of diseases and weaknesses peculiar to men.

$50 Cures From $5 to $12

DR. I. W. HODGENS

Recognized as the Leading Specialist in Male Maladies, Graduate of Jefferson Medical College, one of the largest and best in the world. Former Chief Attendant to St. Francis Hospital, Pittsburgh, Pa. Recommended by the State Medical Society of Pennsylvania. Registered in Illinois as the best regular graduate. Have made the same or other satisfactory cures in

To those who have not been cured elsewhere and have been dealing with "Museums of anatomy," "Doctor companies" or "Patent medicine concerns." I will do for you all that I advertise and you do not need to pay me one dollar until you are sure I will cure you. Cures after the old methods and Hot Springs fail.

I want all taking drugs to feel that they can come to my office freely for examination and explanation of their conditions. There is no inconvenience, loss of time or detention from business incurred by my DIRECT METHODS and the results are speedy and permanent. I want to talk to every man suffering from any form of weakness, for while it is number 1a 1a being treated or not, I will give him advice that will be worth much to him, and if he is not receiving proper benefit I will show him why

Do you feel that you are not the man you once were and would like to be brought back to your old self and invigorated and developed to what means a real man?

If worry or hard work has worn you out; if your nerves are unstrung or sapped, come to me. Do you lack Energy and Ambition for Business Pursuits? Have you lost that Health and Strength you once had? Are you so tired in the morning as at night? Are you tired after slight exertion? Do you feel Nervous and Irritable? Is your Memory Poor? Does your Back Pain or Ache? Why should you suffer longer when you can be cured quickly to stay cured, and while my special low prices last?

BLOOD POISON, Skin Diseases, Nerves, Pairies, Copper-Colored Rash, Sore Mouth or Throat, Swollen Glands, Rheumatic Pains, Eczema, Itching, Burning, Nervousness.

KIDNEY AND BLADDER TROUBLES, Obstructions, Straining, Pain in the Back, Kidneys, Bladder and Glands. Newly contracted cases quickly cured. Chronic cases that have been pronounced by one treatment to see staff, without a severe surgical operation, cured. REMEMBER, I speak more every day who neglected early troubles and were sorry. Come now and let me cure you before it is too late. Free consultation.

SPECIAL ADVICE TO THE AFFLICTED DESIRING HONEST TREATMENT

Ask to see the doctor whose name and picture is published in the paper when you call. Don't take treatment from any one else. Don't be deceived by men who advertise one name and use another. Ask when you call you see a different man with a different name. Accept no drug in the office who advertises to put a receipt in the name and by taking it of the office who advertises to put and waste your time and money with quacks, ring or unbusiness-like doctors who rig in to do for their patients all that they promise. Many men make a great mistake by not knowing who they are dealing with

DR. I. W. HODGENS, Second Floor, Chilly Building

No. 58 S. Dearborn St., Corner Monroe St. Chicago, Ill.

Office Hours: 8 a. m. to 8 p. m. Tuesday and Thursday, 8 to 5. Sundays, 9 to 1. Take Elevator or Walk to Second Floor. Suite 108.

"Considering your condition financially, I think we can give you the treatment for $35. How much can you pay now?"

"Three dollars is as much as I can give," I replied.

"We don't like to take less than five. How often can you make payments?"

Urges Another "Treatment"

I told him once a week and he seemed satisfied.

"I guess that is enough for this afternoon," he said. "I will want to give you another kind of treatment soon, but you are in too delicate a condition now for it. Come on Monday night."

He escorted me to his drug dispensary and provided me with a bottle containing a red fluid. It was marked "Private Formula." He seemed worried about my condition.

"Now, Harry," he said when I left, "I am glad you came to us. You are in a serious condition."

Then he handed me a small packet of pills.

DR. I. W. HODGENS STILL OPERATES DESPITE EXPOSURE OF HIS "FAKE MEDICINE SHOP"—WORKS ON NEW "VICTIM"

Tells Man in Perfect Health He Is Diseased and in a Most Serious Condition—Falls into Trap Set by Mail

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Although the inner workings of the "quack shop" of Dr. I. W. Hodgens at 35 South Dearborn Street, in the Crilly building, have been exposed to the public, the "faker" and his aids continue to keep their office open and extort money from well persons. Perhaps Dr. Hodgens is the most brazen of all the quack doctors of Chicago. When the searchlight was turned on the methods of Dr. Louis E. Zins he engaged a berth and slipped away to Canada. But Dr. Hodgens remains and has the nerve to face persons afflicted with no disease whatever and to demand $100 for a "cure."

Dr. Hodgens has an elaborate suite of offices on the second floor of the Crilly building. Numerous signs are painted in all the possible space both on the inside and outside of his offices. From Dearborn and Monroe streets painted announcements on the windows of his place of "fakery" tell of the various diseases which can be "cured" by the wizard of medicine. The second floor is a particularly fitting location because the pedestrians and street-car passengers may read easily the "messages" of "Specialist" Hodgens to persons suffering from real and imaginary ailments. The *Tribune* asked its correspondent at Kenosha a few weeks ago to write letters to the quacks it was investigating in Chicago. The name the correspondent gave was "Robert C. Evans," which was fictitious.

Falls Into the Trap

"Evans" wrote that he was suffering from kidney trouble. Dr. Hodgens immediately replied that he could cure him, but a consultation and personal examination would be advisable and told "Evans" to come to Chicago as soon as possible. A reporter took the letter and went to Dr. Hodgens' office on Saturday afternoon. He was examined by a man who said he was Dr. Hodgens. The reporter did not know of the symptoms which "Evans" had given in his letter but apparently the charlatan did not care. The reporter was examined by a reputable physician and pronounced in perfect health before he went to see Dr. Hodgens. However, Dr. Hodgens found that the reporter was suffering with numerous diseases, one of them so grave that he would not give his diagnosis of it until he had time to make a laboratory test. The "quack" was sure of one thing—that the price for a cure would be $100.

Details of Visit to Hodgens

The reporter's story of his visit to Dr. Hodgens follows:

I went to the office of Dr. I. W. Hodgens on the second floor of the Crilly building at 4 o'clock this [Saturday] afternoon. Numerous figures of hands in

tront of the elevator pointed the way to the portal of Dr. Hodgens' laboratory of cure-alls. I saw several young men sitting in easy chairs reading copies of the *Police Gazette* as I entered the large waiting-room. A negro with a broad grin and wearing a white coat greeted me.

"Is this your first visit here!" he asked.

"It is," I answered, "but I have had some correspondence with Dr. Hodgens."

I pulled a letter from my pocket which had been written by Dr. Hodgens to "Robert C. Evans of Kenosha, Wis." I handed it to the negro and he took it through a door marked "Dr. Hodgens, consultation, private."

Some Fine Reading Matter

I sat down in one corner of the room and picked up a *Police Gazette,* which seemed to me the chief periodical for the perusal of Dr. Hodgens' waiting patients. There is an air of scholasticism about the waiting-room of Dr. Hodgens. One might be led to believe the proprietor was a student, or at least a sympathizer with numerous universities. The pennants of Yale, Chicago and Northwestern universities hang on the walls. Two large portraits of the physician also were on the wall. There were six persons in the room when I entered, but only one was admitted before I was ushered into the inner chambers. Whether the others were patients or were merely in the office to give the impression of rush business I did not learn.

A man, tall and slim faced, with black hair and the physician cut to his beard, was in the operating-room adjoining the office marked "Dr. Hodgens." I sat down. Glancing about me, I saw pictures of wax figures showing the ravages of syphilis and other diseases on men, women and children. The pictures were in frames and arranged so the suffering patient might see them on flopping down in the seat in the doctor's sanctum.

"Well, Mr. Evans, how are you getting along?" the doctor greeted me.

"Pretty well, doctor," I replied.

"You decided you would come down and take your treatment instead of taking it by mail, did you?"

"Yes, doctor, I thought you might be able to tell better what was wrong with me if you saw me and made an examination."

"That's right, but I could have handled your case just as well by mail. We are proficient in treating by mail, you know."

"Is that so?"

"What is the trouble with you, anyway? Tell me everything that is the matter with you."

Keeps Red Card Record

The doctor picked up a pen and held it poised above a red card. He had the letter before him which "Mr. Evans" had written a month ago.

"Well, doctor, I don't know what is the matter with me. I have felt some pains in my back when I get up in the morning for the last six or seven years. I don't know what causes those pains. They are shooting pains."

"Go on, tell me everything."

"That's all I know, doctor."

"You look to be in bad condition. Have you gone to excesses in any way?"

"I don't think so, unless it has been in eating and sleeping."

The doctor frowned. He looked at the letter.

"Are you a married man?"

I told him that I was not.

"You say in the letter that you are 40 years old."

"Did I, doctor? I am not quite 40. I am 36 now."

The doctor walked into the operating-room and he beckoned to me to follow. He ordered me to the operating table, and after some preliminary maneuvers I was told part of the things that I was suffering from.

"I am sure that you have prostatitis, although your prostate gland seems normal," the doctor said. "You have sugar in your kidneys. I don't want to say how much until I have a sample of your urine tested in my laboratories. It is too late to do that to-day. You have an ulcerated urethra, due no doubt to the passage of a large quantity of sugar through that canal, irritating it. You might have posterior gonorrhea and I am inclined to believe you have."

He Gravely Shakes His Head

The physician took a sample of urine and looked at it. His face drew into deep lines as if what he saw made him twenty years older. He shook his head gravely, and had I been an unsuspecting patient, perhaps, I, too, would have grown years older. He said nothing for several minutes.

"You are 36 years old, you say?"

"Yes."

"You have been having pains in your back since you were 30 years old. Do you wake up in the morning with puffs under your eyes?"

"I do not," I said.

"Come into the other room," he said.

"I Can Cure You," He Says

"I don't want to tell you to-day just how serious your case is," the doctor replied. "But it is something that will require a long treatment, but I can cure you. You had better come here again Monday and as often as you can."

"I can't come every day. Would every Saturday do?"

"That would be fine."

"Now," he said, "we will have to make some arrangement about the bill."

"Yes, that is necessary, I suppose. What will it cost me?"

"It will cost you $100 for a cure. You may be worse than I think you are and it may cost you more than that, but you don't care what it costs so long as you get a cure, do you?"

I told him I wasn't exactly wealthy and I would like to have the fee as reasonable as possible.

"I can't give you that treatment for any less. Of course, there will be a little extra for drugs from time to time, but that won't amount to much. I want you to buy all your drugs from us, as our stock is pure, and oftentimes when you buy from the stores the quality is below standard and filled with impurities.

"But you have got a long road to travel, Mr. Evans. I will have to build you up for three weeks or a month before you will be able to take the treatment for your kidneys."

Naturally, being a young man, 25 years old, six feet tall, and weighing 185 pounds, having played football for six years and finished a summer of daily tennis, I was somewhat surprised to find that I had wasted away until I needed to build up for a month before I could take the medicine. But the doctor insisted.

He Wants $50 Deposit

"When do you want the $100?" I asked.

"Well, I don't ask payment in advance, but I want a deposit. I would like to have $50 down to-day."

"Doctor, I came away from Kenosha in a hurry and I didn't bring much money with me. Won't something less do just as well?"

"I can't take less than $25."

"But I haven't that much."

"Pay me $10."

"Here is all I have—$5."

The doctor took it and gave me credit on the red card. I am supposed to go see this doctor again next Saturday. He told me to be sure to come back. He thinks I am Mr. Evans and he has that name on his card. However, "Mr. Evans" never saw the doctor and I don't know whether the facts that I told the doctor agreed with what "Mr. Evans" wrote in his letter or not. Anyway, the doctor didn't hesitate to start to work on me. "Mr. Evans" wrote that he was 40 years old and I know that I don't look to be that old. I look to be 27, perhaps.

The doctor shook my hand coldly when I left. As I slammed the door after me I heard the bell ring for another victim of the fake doctor, whose luxurious suite of offices help to hypnotize the unsophisticated youths who fear they are diseased. Recently I was examined carefully by competent physicians for life insurance and passed with a perfect health record. Immediately after Dr. Hodgens or his associates examined me and found the numerous ailments I was again examined by another physician of known reputation, and he pronounced my health perfect.

FROM A HODGENS VICTIM

Chicago, Nov. 6.—[Editor of the *Tribune.*]—I want you to know of my experience with one of those doctors, Dr. I. W. Hodgens. My blood was out of order. He led me to believe he was the whole thing—a cure-all doctor. I had to pay him $25 down (he said it ought to be $50) and had to pay so much a week after the examination. The first week it was $1.50, the second $2 for quack medicine. He was not satisfied at that. He introduced me to some dope he had from Paris.

"This will do you good, my young man," he said. "Twelve dollars a bottle."

I got a bottle next month. He wanted me to have another. Nothing doing. I was getting wise to his game. I quit calling at his place. He got $200 from a sucker. I was not the only one. He was not satisfied at that. He wrote me a letter asking me to come back.

I said to him once: "Doc, you are doing a big business here."

"O, yes; $200 a day," he answered. YOUR FRIEND.

TELLS EXPERIENCE WITH HODGENS

Chicago Oct. 27.—[Editor of the *Tribune.*]—I want you to know of my experience with one of those fake doctors, I. W. Hodgens. I felt out of sorts, and his ad. got me to believe he was giving treatment. I called on him. He said I had a very bad case and that the charges would be $25. His ad. guaranteed cures for $10 that month, but he said I had something serious, which had to be attended to right away. He wouldn't give me a guarantee, but did give a song and dance about his honesty, the thousands he had cured, etc. I paid the last installment, but he said I must continue to take medicine— at $1.75 the take.

"You are a fake and a swindler," said I. He was twice as heavy as I and jumped to his feet, his fists in the air and cursing, said he would punch my

head into a jelly. I wasn't afraid of him though, but what I wanted to say was that he injected something into me. I lost two days' time, and was in terrible agony two days more, and even now I feel it. Another married man told me he injected that into him, too, and gave him a disease. I hope you will keep on with this good work, and I will always be ready for anything I can do for you. You can have my right name and address any time through your worthy paper.

METHODS OF DR. HODGENS

One victim of the "quacks" is eager to keep from paying a note of $40 which he gave Dr. Hodgens. Two reputable physicians could not find the attack of syphilis which Dr. Hodgens "discovered." The patient writes:

"I am exceedingly grateful to you for exposing those fake doctors, and also I want some advice concerning a note of $40 which Dr. Hodgens, Crilly building, holds against me for a disease which he contracted to cure me of and which other doctors advised me I had no symptoms of. I went to him July 1 for a consultation and he informed me I had syphilis, and since then I have been examined by two reputable doctors and they have pronounced my health perfect. He frightened me just as he tried to frighten your reporter, and I paid him $10 then. He said he would cure me in one month and give me a clean bill of health for $50. But he informed me that he must have some security before he took my case. He suggested to me that I assign my wages to him for the balance of $40. I did. He gave me only one bottle of little pills and said it was a good thing that I came to him as soon as I did, as I was in the second stage. After I saw the other doctors I never went back. He wrote me last week to come and get my treatments and pay him the $40. What shall I do?"

HEALTHY MAN MADE ILL

"H. M. B." inclosed receipts for $17.30 signed by Dr. I. W. Hodgens. He writes:

"Hodgens was referred to me as a specialist and at that time my hair was falling out rapidly. He told me I could be cured, but after several weeks of treatment my hair was not benefited in any respect. During his treatment he gave me some pills to be taken three times a day. I took one of the pills in the evening and the very next morning was prevented from shaving by the exceeding soreness of my face. I went to work, but was compelled to go home at noon. After being confined at home for a week, during which time I had to be blindfolded on account of the medicine affecting my eyes, I lost all the skin on my face, neck and ears. I paid him approximately $25, $15 for medical services and about $10 for medicine."

This dodge of giving the victim medicine which causes a skin eruption is practiced by practically all of the quacks. It is part of their plan for making the healthy dupe think he really is ill.

"MADE ME NERVOUS WRECK"

Another correspondent says:

"I want you to know of my experience with Hodgens. I came to see him about my back. He told me I was a very sick man and that he would cure me for $30. At the first treatment he gave me an injection that pained me so bad that I fainted. In all he took $45 and made me a nervous wreck. It took me two years to get well."

DR. HOWE & COMPANY

Dr. Ward Discovers His Visitor Has Prostatitis and Wants $45

[*Chicago Tribune, Oct. 28, Nov. 1 and 5, 1913.*]

The offices of this concern are at 120 North Dearborn Street. Dr. Howe was not seen by the reporter. He was "treated" by a Dr. Ward. The company maintains several assistants and attendants and a "pharmacist." The company's chief stock in trade is a room filled with electrical devices, which the patient is led to believe will cure disease. The same reporter who called on Dr. Zins and was said by him to have syphilis was pronounced by Dr. Ward to be a sufferer from prostatitis. Dr. Ward represented that prostatitis is a dangerous disease. He despaired of the reporter's life. The reporter took two "treatments" at this place and was sent away with a pocket full of medicines, for which he gave up $2. "Come-on" methods were employed on him in the belief that he had an account in the savings bank which Howe & Co. could get. This concern was established by Dr. Clarence F. Howe. Francis R. Ward is the president and William T. Upton secretary. Dr. Ward is a graduate of the University of New York. Dr. Howe's graduation record is not available. He has "quacked" in many parts of the country—in 1902 in San Francisco, Cal., and Washington, Tex.; in 1896 at Pomona, Cal., and in 1904 at 1 North Broadway, St. Louis.

September 26.—I went into the office of Dr. Howe & Co., 102 North Dearborn street, and a tall man wearing glasses met me at the door. I learned later that he was Dr. Ward. He bowed and said, "Good morning. Step right into my office. I see you are in trouble."

"Yes, sir," I said, "I do not know what is the matter with me, but I want an examination."

"Just sit down in the chair," he said, and he took hold of my wrist.

"Now, what is the main trouble," he inquired.

"I don't know, doctor," I said, "I have not been exactly sick but I have not gained any weight during the last two years and I fear something is wrong with me."

"Ah, I can see that without you telling me," he replied. "You are nervous. You cannot sleep well. Your appetite is not what it should be. You are a man with an ill-used body, my good young sir. Now, I will fix you up."

Wants to Know About Money

He took my name and address and inquired my business.

"How much money can you pay?" he asked.

"Well, doctor," I replied, "I cannot pay very much, but I have a little account in a bank in Lexington, Ky."

"Fine, fine," he replied. "Now, young man, I don't want to scare you, but you are in a serious fix. You are extremely fortunate in coming to me at this time. If you had delayed six months I would have given you up for lost."

"But, doctor," I inquired, "what is the matter with me? Is it as serious as all that? Tell me what is wrong with me. I had no idea I was so bad off."

"Well, my young man," he said, "you have a bad case of prostatitis. It is a serious disease and in a few months it would have wrecked your whole life. I could tell the minute you came in the door that you were in a bad fix, but did not want to make a diagnosis until I had examined you thoroughly."

"Is that all the examination I am going to have?" I asked, after he had listened to my heart beat and had tapped me on the chest with a small hammer.

"Certainly, my dear sir," he replied. "That is all that is necessary. I have had much experience in this business and it does not take a competent physician long to tell what is wrong with a person.

"Now about the fee," he continued. "You say you have a bank account. Can you write me a check for $45?"

FOR SELF-WRECKED MEN
My Best Reference: Not a Dollar Need Be Paid Until Benefited
NERVOUS DISEASES
BLOOD DISEASES
ADVICE ALWAYS FREE
Send me particulars of your case at once if you cannot call. For privacy address F. R. WARD.
VARICOSE—Knotted Veins
ABSORPTION
OBSTRUCTIONS
OSMOTIC FORCE
Facts About My Quick Cures I Can and Do Cure Forever:
Knotted Veins ..... 6 days
Obstructions ..... 15 days
Lost Energy ..... 30 days
Blood Disorders ..... 90 days
I HAVE THE LARGEST PRACTICE FOR MEN IN CHICAGO
Don't Let Money Matters or False Pride Keep You Away. I Cure Forever Cases of
VARICOSE TROUBLES, BLOOD DISEASES, LOST ENERGY, PILES, ECZEMA, FALLING HAIR, FAILING NERVOUS OBSTRUCTIONS, NERVOUS KIDNEY AND BLADDER AILMENTS.
DAILY HOURS, 9 TO 5. CONSULTATION FREE SUNDAYS, 10 TO 1.
DR. HOWE & COMPANY, 120 NORTH DEARBORN ST (Old No. 84)
Washington and Randolph Streets, Chicago.

Reduced reproduction of a Dr. Howe & Co. advertisement.

"No, sir," I answered. "The account I have is in the savings department. I will have the money transferred to a Chicago bank just as soon as I can, but it will take about a week."

"Well, you have that money transferred as soon as you can," he said.

"What is prostatitis?" I asked.

"Prostatitis, my young friend," he replied, "is a disease of the prostate gland. It causes swelling and in time will choke up the organs of the body and cause the sufferer to die. It is a disease that requires immediate attention. There are physicians in this city who would give your case up as hopeless, but I have cured thousands by our own process. We have wonderful machines known only to ourselves. These machines will perform wonders, and, young man, you will come to me on your knees in gratitude for what I will do for you. Now, young man, if you will make arrangements to get that $45 for me I will begin treatment."

"But, doctor, it will take a week to get that money," I said.

Gives His "Patient" Treatment

"Young man, your case is serious," he said, "and although it is rather irregular for me, I will begin the treatment immediately, because it is necessary for your health. I will expect you to get that money as soon as possible."

He led me to the floor above.

"Follow instructions and trust in me," he said. "These wonderful machines will make a new man of you. You will always thank me for what I am going to do. Now take this treatment and I will expect you to get that money as soon as you can. Haven't you got a few dollars with you that you could pay me down?"

"No, sir," I said. "I did not bring any money because I did not think it was so serious. I will get that money as soon as possible."

Then he turned me over to an assistant with the instructions to give me the "prostatitis treatment." This assistant ordered me to take off my coat and then led me to a stool which was placed near a vibrating machine. I sat on the stool and placed my back against two little rubber knobs. The assistant turned a button and the knobs began to vibrate against my back. Every ten minutes the assistant came back to the machine and changed the position of the knobs. After taking the vibration for thirty minutes the assistant stopped the machine and felt of my pulse.

"Fine, fine," he said. "Now I will give you the second treatment."

He led me into a small booth. In the booth was a chair. On the back of a chair was a steel bar, against which I placed my back. On the wall beside the chair was a rheostat, with which I was supposed to control an electric current, which began to pass through my body.

"What is this thing, and what will it do to me?" I asked.

"It is one of Dr. Howe's famous electrical treatments, which has cured thousands. Now you control the current, and I will shut off the power when you have had enough."

I allowed the current to pass through my body for about one minute. Then I shut off the power and looked about the room. It contained many electrical machines. They were machines known to every schoolboy. When I heard the assistant coming back I lay back in the chair as if I had fainted. He lifted up my head and asked:

"Do you feel weak?"

Treatment Makes "Patient" Weak

When I replied that I did he said: "That's all right. You are supposed to feel that way. The electric current makes you feel weak. We expected that and have prepared for it. Now take a drink of this medicine and it will strengthen you."

"What is in that medicine?" I asked.

"Oh, nothing but a little whisky," he replied.

"Well, I do not drink whisky and I do not want to take any now," I continued. "What else is in that besides whisky?"

"Nothing but a little stimulant," he said. "You had better take a few mouthfuls because it will brace you up."

When I refused to do so he led me into another room where a static electricity machine was located. It was arranged in a mahogany and glass case. I climbed into the chair and placed my feet on a zinc plate on the floor of the platform. The attendant put the machine in motion. The electrical current made my hair crackle.

"What is this thing doing to me?" I asked.

"This is the chief treatment," replied the assistant. "You see, when I place my finger near you electrical sparks jump from you. This is the kind of a treatment that will make a new man out of you."

"How many of these treatments will I have to take?" I asked.

"Oh, you will have to take these treatments until you are well," he informed me.

After I had sat in front of the machine for fifteen minutes I was told I had taken enough treatment for one day and I was instructed to come back the next day. The next day I returned to the office of Dr. Howe & Co. with a bottle of hydrant water, ammonia, and coloring fluid which had been prepared for me by the American Medical Association. I handed the bottle to the tall man whom I had talked to the day before.

Fluid Shows Serious Condition

"My young man, I am glad to see you," he said. "You are looking better already. I can see the treatment has done you some good. Ah, you can see for yourself by looking at this urine. It shows that you are in a serious condition. Now just look for yourself at the cloudy appearance. You can see that it is not right. Of course I can tell better than you can because I am experienced. For a man of your age the disease is far advanced."

"How long will it take to cure me, doctor?" I asked.

"It will take from four to five months to get you into shape again," he replied. "Now, did you get your money from the bank?"

"No, sir," I replied. "I expect to get the money in a few days. But I have brought a few dollars with me."

"Well, your case needs immediate treatment and it would be fatal to delay, so I will trust you and give you the treatment for a few days until you get the money.

"Now I will give you the second day's treatment It will not be as severe as the first day. Why, young man, you have shown a marked improvement over yesterday. I will give you some medicine which will cost you $2 per week."

I was led up to the "treatment" room where I had been the day before. An assistant put me through the same treatment and then led me to the drug department on the same floor. The "pharmacist" had prepared five different kinds of medicine for me. I was to take one kind when I awakened in the morning, another kind before breakfast, another kind after breakfast, another kind before dinner, another kind after dinner, etc.

"Suppose I get mixed up in this medicine and take it at the wrong time?" I asked the "pharmacist."

"It will not hurt you," he replied. "Just follow instructions and you won't be hurt any."

"Do I have to take this medicine until I get well?" I asked.

"Not the same kind of medicine; we change the doses frequently. This will cost you $2," said the "pharmacist."

I gave him $2 and asked him for a receipt.

"We don't give any receipt," the "pharmacist" replied. "The medicine is the receipt."

I started down the steps and met Dr. Ward at the door of his office

"Well, young man, I hope to see you looking better in a few weeks," he said. "With my experienced eye I can see the improvement now. Now get that money as soon as you can and I will make a new man of you. Do you think you can bring some money to-morrow?"

"I will try, doctor," I replied.

HOW DR. HOWE & CO. WORK

The manner in which Dr. Howe & Co. tricked a prospective patient into signing a contract to pay $60 for treatment of an imaginary nervous disease was told in a letter received from ——— of Grand Haven, Mich. He inclosed a letter received from J. K. Lambert, an attorney for the Howe company, whose offices are in the Fort Dearborn building, and who threatened to begin legal proceedings to collect the remaining $40.

"Being a reader of the *Tribune*," Mr. ——— writes, "I am very much pleased at the way your paper is exposing those fake doctors in Chicago. I've had an experience, and, in fact, am having it yet, with Dr. Howe & Co., 120 North Dearborn street, Chicago. Two years ago last April I went to Chicago to see Dr. Howe & Co., as I was suffering from a nervous disease which he said he could cure, but it would take him three months at least. His fee was to be $60, and then I was to pay $6.50 a month extra for medicine. Then he had me sign a paper, and I, in my ignorance, not knowing that it was a contract, signed it."

Dr. Howe then put Mr. ——— through his wonderful electrical cures and gave him brown medicine and white medicine for external and internal use. After a week Mr. ——— gave up the treatment and went home. The seriousness of the writer's ailment is shown by the fact that he is now married and has a healthy daughter. Dr. Howe wrote several letters appealing to the "sense of fairness" of Mr. ——— and begging that he fulfill his part of the contract as well as the quacks had fulfilled theirs. The patient says he believes he has.

DISCOVERS A "COMBINE"

How a young man was victimized out of nearly $300, and received no benefits whatsoever, is a story told by one of Dr. Howe's patients. Seventeen months ago the ailing one, after an examination, was told he could be cured for $40. After eight weeks' treatment he was turned over to the "consulting physician," who discovered a complication of diseases for which cure the small sum of $120 would be asked. Six months more failed to show any benefits and Mr. Victim was told to undergo the Wassermann test. More diseases than he ever heard of were found by the searching physician. For curing these maladies another $100 was demanded. After several weeks of patience on the part of the doctors, eye trouble was discovered, and upon a visit to this "eye specialist," the victim's eyes were opened. He unearthed a "combine." This optical treatment cost him $2 a week. Since reading the *Tribune* story the young man has stopped all treatment and expects to go to a reputable physician.

DR. HOWE'S OPERATIONS

This letter is from a man who has been made an exile from his home and ruined for life by medicine given him in the office of the Dr. Howe Company at 120 North Dearborn Street.

"I have been reading your paper for the last few days," he says, "and notice what a grand fight you are putting up to oust the quack doctors. I am really one of their victims and have always thought some one ought to step in and drive them out. About four years ago I went to Dr. Howe & Co. on Dearborn Street. I knew that something was wrong with me and thought best to take care of it in time. I was given three or four different electrical treatments three times a week, besides buying my own medicine, and I took the treatment for three and a half months. I was paying $3 a week in that time, while the medicine cost me $2 a week. Today I am a wreck, living in St. Louis, doing odd jobs, and am ashamed to come back to my home and parents. And there is no one else in the world to blame but Dr. Howe & Co., who took my money and shot the poison into me that made me such. "F. S."

UPTON, MANAGER OF DR. HOWE & CO

Firm of Medical Charlatans Arrested on Federal Warrant—Faker Taken in Chicago—Indictment in Omaha of Manager of State Medical Institute

[*Chicago Tribune, Nov. 9, 1913.*]

The first of a series of prosecutions contemplated by the United States government and prompted by the *Tribune's* exposé of the crimes of quack doctors was started yesterday when federal officers placed under arrest T. W. Upton, manager of the firm of medical charlatans known as Dr. Howe & Co. Dr. Howe & Co. operate their Chicago "institute" at 120 North Dearborn Street. That they are swindlers of a dangerous character is amply evidenced by the stories of their victims that have been printed in the *Tribune*. Dr. Francis R. Ward is the resident "practitioner." Upton is given in the Chicago directory as secretary, but in reality he is manager of a string of similar "institutes" operated under aliases in different parts of the country.

Upton was arrested in Chicago on an indictment returned by the federal grand jury at Omaha. The Howe people expected to be struck in Chicago. The action of the Omaha grand jury was a complete surprise to them. It is part of a nationwide attack intended to put Dr. Howe & Co. and all swindlers like them out of business. Upton is charged with conspiracy with E. F. Andrews and L. H. Staples, both of whom reside in Omaha, to violate the postal laws by advertising the State Medical Institute, which is the particular name given by the swindlers to their Omaha establishment. The indictment charges Upton and his two alleged fellow conspirators with representing the institute to be one conducted by skilled specialists in men's diseases, when, "whereas, in truth and in fact, the institute was not a reliable concern, but was conducted solely for the unlawful, fraudulent, and felonious purpose of inducing persons to part with their money and property to said conspirators, without giving anything of value in return therefor."

Arrested in Chicago Office

Upton was arrested in his office by Deputy Marshal Charles Schrimple on a warrant issued by United States Commissioner Lewis F. Mason. He was taken to the federal building and gave bond before the commissioner. The bond was fixed at $2,000, signed by Alphonse Russell and Charles H. Touzalin, president of the Touzalin Advertising Agency. Assistant District Attorney Peter P. Mindak represented the government in the proceedings. The hearing to determine the question of Upton's removal to Omaha for trial will be held next Saturday. Upton several years ago was manager for Dr. Sweany. He said he had tried to dispose of his interest in the Omaha concern, but had been unsuccessful. Technically he is charged with conspiracy to violate Section 215 of the Criminal Code. This statute is directed against persons using the mails to promote schemes to defraud.

The request for Upton's arrest came from District Attorney F. S. Howell of Omaha, who forwarded a certified copy of the indictment. The document recites the method of the alleged conspiracy and contains copies of numerous letters sent out to intended victims by the State Medical Institute. The means of accomplishing the fraud, according to the indictment, was to send through

the mails letters, circulars, and pamphlets and to advertise in the newspapers that the State Medical Institute "was an old established and reliable medical institute, conducted by a large staff of skilled specialists of recognized ability in the treatment of diseases of men, and whose experience, reputation and standing was such as to merit confidence."

Well Persons Made Prey

The indictment continues that it was claimed:

"That it could and would cure men in all stages of nervous debility, vital weakness and loss of power. That the said letters, circulars, pamphlets and advertisements were so framed as particularly to attract the attention of and excite the fears and prey upon the minds of boys and young men and cause them to believe themselves to be afflicted with diseases of a private, insidious, and dangerous character, which if not at once arrested would result in permanent disability and loss of power, both physical and mental, when in fact they were in normal and healthy condition and in need of no medical treatment whatever."

The indictment describes in detail the wording of the circulars urging the intended and prospective victims to call at the office.

OLD DR. SWEANY CO.

Dr. McCandless Discovers Varicocele and Wants $50 for an Operation

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[*Chicago Tribune, Oct. 27, Nov. 1 and 5, 1913.*]

The establishment of Old Doctor (Francis Leaverett) Sweany is at 63 West Randolph Street. The reporter who visited the place was received by a Dr. McCandless. He was told he had varicocele. The "patient" had been previously diagnosed by another quack as a syphilitic. Dr. McCandless, however, found no trace of this disease. He wanted $50 for a minor operation. Dr. Sweany, who established this concern, was a graduate of the Medical College of Indiana, Indianapolis. The school is now defunct. He practiced simultaneously in Chicago and Philadelphia from 1900 to 1908 and in St. Louis from 1900 to 1902.

October 10.—I went to the office of Dr. Sweany & Co. at 63 West Randolph Street today. A flamboyant sign stops you as you pass on Randolph Street. Dr. Sweany's name is on the sign and on the door in big letters and it is on the steps in metal placards several times. A young man asked who I was, and, learning I was a new patient, went at once to the "doctor in charge." While he was gone a janitor stuck his head in the door and wanted to know my "number." I told him I was a new patient, and he made tracks for the front office also. The doctor in charge—his name is McCandless—invited me in, smiled, stuck out his hand, and asked what he could do for me. I told him I was to be married in a month and wanted to see if I were all right.

"I have been told I had syphilis," I said, thinking of an experience the day before with "Prof. Ehrlich," "and I want to be sure I haven't."

"What leads you to that belief?"

"Well, there's the hair falling out, doctor—and the tightness of the throat."

"I don't think you have syphilis; you don't look syphilitic. Let me examine your hair and your throat."

He strapped a magnifying glass to his forehead and trained it on my throat, pressing down my tongue with a nickel plated instrument. Then he felt my scalp.

"No, I don't believe you have syphilis," he said. "The falling hair may be due to some affected hair cells. I am of the opinion that a blood test would show negative."

After some more inquiry he said I had varicocele.

Advises Treatment for Varicocele

"That case of varicocele is not very bad now, but it's weakening. You are a young man now, vigorous and healthy, and you do not feel its influences as yet. But you would find it weakening. I would advise you to have it fixed."

"How much would it cost?"

"Fifty dollars."

"That's an awful lot of money, doctor."

"Well, it seems a good sum now. But you can afford it better at this time than after a while. You owe it to yourself and to your future wife to be in perfect health."

"I think I can borrow it," I answered after studying the matter for some moments. "I am sure I can. Would you want it all at once?"

"Oh, no, not necessarily. You could pay $25 now and $25 later, or you can pay so much—say $5 or $10—a week. We can cure you easily in the month."

He then wrote my name [Everett Dimond to-day], age, occupation, grocery clerk in Wilmette, and the amount of the fee. Dr. McCandless is a rather tall, spare and solemn man, with a look of profound sincerity and trustworthiness.

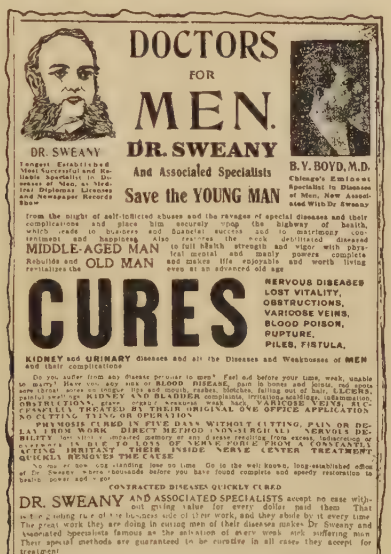
OPERATIONS OF "DR. SWEANY"

"I am so glad that your paper went after those quack doctors," writes a girl in South Chicago, "that I simply must tell you of our sad experience with one of them. We gave that big Dr. Sweany Company pretty near all my brother Alex made in wages one whole summer. Alex was a deckhand on a Graham & Morton boat and had to sleep in all kinds of places. One day he came home and told mamma he had broken out all over his body and could not sleep. I had been reading in the newspapers the advertisements of those doctors. I thought Alex had contracted some bad disease in his dirty job, and mamma and I thought it best he go to Dr. Sweany and be cured. Dr. Sweany took one look at him and says sure enough he has this bad disease and that if he didn't get busy at once he would die in a short time. He told Alex it might take a whole year to cure him. but he would take the case for $60 and guarantee a cure.

The Secret Comes Out

"We all got together and secured the money, with the understanding that Alex was to pay us back as he got paid from the boat company. The doctor gave him only some yellow ointment to place on different parts of his body. Alex used this for two months, but instead of getting better grew worse. Mamma became alarmed, got Alex to take his shirt off, and found that the only thing the matter with my brother was that he was covered with vermin. We went to the drug store and asked the druggist what kind of ointment Sweany had prescribed. He said it was sulphur, and he would sell us enough to kill a dozen crops of vermin for 50 cents. It cured Alex when he rubbed it

all over his body. Sweany knew what was wrong all the time, but he told Alex if he did not keep up the treatments he never could get married and in a year or so he would either be dead or in a sanatorium. Now, we will admit that we are ignorant and don't know much, but we surely thought no human being would ever treat us that way. It surely would do my heart good to see the whole Sweany Company in jail for life—also all the rest of his kind. And for what you have done so far I will promise you that I will read the *Tribune* every day of my life, and I hope you will continue to get after them still worse."



SOME MORE OF SWEANY

Here are other letters:

"Chicago, Oct. 27.—[Editor of the *Tribune*.]—Your exposé of quack doctors reminds me of how I was robbed of $60 or $70 by Dr. Sweany. I went to his office. After scaring me he said he would guarantee to cure me for $45. As I thought I was all in and thought $45 would cure me, I handed over $45 cash. He gave me a few electric treatments, and then he wrote out an apparent prescription inclosed in a sealed envelope and told me to take it to a certain drug store. As he had guaranteed to cure me for $45, I thought that included the entire cost. To my surprise the druggist brought out four small bottles of medicine and after spending five minutes telling of the great importance of the medicine I was shocked when he said the cost was $11. Here I had just paid $45 and was now paying besides for medicine. I saw in an instant that I was jobbed. I finally beat him down to $6 for the four bottles. I was ordered to

take two teaspoonfuls before and after meals and at bedtime. In the meantime I called at the office every few days for a little electric shock. I figured I would not get any more medicine. In a few days the doctor, knowing the medicine was exhausted, handed me another envelope. However, I took it to a different druggist, and he said it was no prescription at all, simply a code between those two parties. I decided I would take no medicine at all, but continue to take the electric. I found, however, the doctor would give me no treatments unless I had medicine, so I quit. "WALTER."

HE GETS A "GUARANTEE"

"Chicago, Oct. 28.—[Editor of the *Tribune*.]—I had an attack of the grip. I went to see Dr. Sweany. I was just 21 years of age, and after he made a thorough examination, during which he frightened me almost to death, I was told I had varicose veins and that for $35 he would give me a written guarantee to cure me as soon as possible. The guarantee I later discovered was nothing more than a contract to pay $30 in thirty days. I made a deposit of $5 at the time. After providing me with two bottles of dope, one for external and one for internal use, I was told to return in a week for further treatment. The medicine I took internally did not agree with me. Upon my return I was given another bottle of the same stuff, which upset my stomach still more, so that I gave it up, got disgusted with the treatment, and did not return the following week. I soon began to feel much better, but I received a letter from Sweany, chastising me for not coming back, threatening me with dire results regarding my future, and calling my attention to the fact I still owed $30, and that if I did not call within ten days they would put it in the hands of their legal department for collection. I saw I had no chance to fight and called and paid the $30." "EVANSTON."

THE OLD DOC. SWEANY SWINDLE

This is a testimonial from a self-styled "A big sucker or an innocent victim" to the wonderful skill of the Dr. Sweany Company, expert specialists:

"I also wish to congratulate you on the good work you are doing to expel the medical crooks and robbers. I contracted a venereal disease while living in a country town. Ashamed to go to a local doctor, I came to this cure-all through his promising advertisement. I came with a bank-book in my pocket which showed a deposit of $90, and I had $16 in currency. The doctor in charge was at once convinced I had a bad disease. I was led into an outer room and shown a few pictures of diseased parts. Then I was told to take off my coat and vest and lay them on a chair, and was led back into the first room for examination. After the examination—which I didn't know had taken place—the whiskered guy that called himself 'doctor' went out, and after a few mumbled words with an assistant came in. I was then informed I could get a guaranteed cure for $100, paid in advance. I compromised on $90 down and asked for a few days to go home and get the money. After paying the money my mail was swamped with pamphlets from all the cure-all quacks in the country. Then I was bled for two years at the rate of $12 monthly for dope. After coming to Chicago to live I was milked for a year at the rate of $4.50 a week, with a new doctor in charge of my case every few weeks. Then I was given the finishing touches in the form of an injection, which put me completely on the bum and the effect of which I feel daily."

DR. LEWIS E. ZINS

He Diagnoses Healthy Man as Syphilitic and Wants $50 for Treatment

[*Chicago Tribune, Oct. 27, 30 and Nov. 3, 1913.*]

Dr. Lewis E. Zins' offices are at 183 North Clark Street. He has told some of his patients that his expenses are $90 a day. He maintains two assistants and one stenographer. He advertises to cure nervous diseases, blood poison, stomach troubles, rheumatism, bladder, kidney and "lingering" diseases. A *Tribune* reporter, after being examined by a reputable physician and pronounced in perfect health, paid a visit to Zins, who told him he had a bad case of syphilis and that unless he began treatment at once he would not live longer than a year. He gave the "patient" a fake treatment and took from him a $5 fee. Zins works a threadbare "come-on" game which would deceive no intelligent person, being assisted in his operations by his assistants. His plan is to frighten his patient into believing he has some disease and then fleece him. Zins graduated from the Illinois Medical College in 1898 and was licensed in the same year.

October 1.—I visited the office of Dr. Zins shortly after 1 o'clock this afternoon. The visitor to the office is guided by almost a dozen brass plates announcing the fact that Dr. Zins is a specialist for men and women. On the door of the reception-room it is stated that eight languages are spoken in the office. A girl about 20 years old sat at a typewriter desk in one corner of the room. She inquired if I was a new patient. I replied that I was. She pushed an electric button. An attendant in white answered the ring and he stepped into the private office of Dr. Zins. He came in a few seconds and bowed me into the private office. Dr. Zins greeted me with a handshake and a slap on the shoulder.

Welcomes "Patient" to Office

"Sit right down, young man," he said. He pulled up a chair and looked at me closely. He moved about as if nervous or impatient. He talked rapidly. He began by asking me about my symptoms. I told him I thought I had contracted a minor disease more than one year ago. He pretended to make an examination and then said:

"Well, I guess you did. And what is worse, you have contracted the syphilis. You have had gonorrhea for a year. My boy, you have been a d—— fool in not coming to see me several months ago. Don't you know, young man, that by all the laws of nature you should be dead? Now, I can cure you, but it will take some time to do it. Why, I am surprised that you should be such a d—— fool and let a thing like this go on."

"Doctor," I said hesitatingly, "is it as bad as that?"

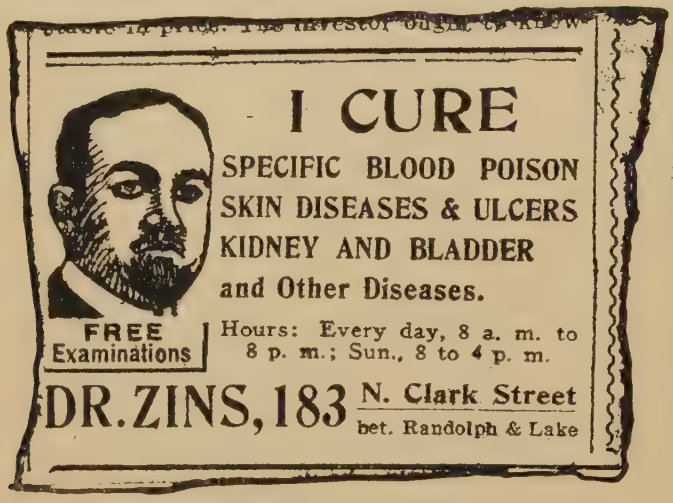
"Is it as bad as that?" He shook his finger in my face. "Well, I should say it is. I don't want to scare you, though. I won't tell you what else is wrong. Get up on that table and let me examine you."

I climbed on an operating table and he began fumbling around with a stethoscope. He placed it to my heart and listened a few seconds. Then he began tapping me on the breast with a rubber hammer. He wore a worried expression. I said:

"Now, doctor, don't hesitate to tell me what is wrong with me, because I want to know. If I am as bad as you say I want to know it."

"Don't worry, my boy," he replied. "Just let me do the worrying. Now, don't get scared; I have had twenty-two years' experience in this kind of thing and nothing is hopeless. Life is sweet, you know, and you are a young man. Some day you will want to get married and have a nice wife and home, but you will not live to see that day if you let this thing go on."

"What are you doing now?" I asked, as he began to tap me with the hammer. He put a hand-light in my hand and said, "I am making a thorough examination. Now, if you will lie still a few minutes I will begin." Before he began he asked my business and the amount of my salary. I told him. He fumbled around with the stethoscope and other instruments.


I CURE
SPECIFIC BLOOD POISON
SKIN DISEASES & ULCERS
KIDNEY AND BLADDER
and Other Diseases.
FREE Examinations
Hours: Every day, 8 a. m. to 8 p. m.; Sun., 8 to 4 p. m.
DR. ZINS, 183 N. Clark Street
bet. Randolph & Lake

Doctor Undergoes a Change

"Now, don't get frightened," he said. "Trust in me. Don't worry. My boy, you are terribly worried, aren't you? I will fix you up as I have done thousands. I suppose you have $10 or $15 with you, haven't you?"

"Why, doctor—you see—why, n-no, sir," I faltered.

The sudden change in his manner and the harshness with which he uttered the next few words startled me.

"Get up," he grated. "I'm a busy man. Put on your clothes." He snatched the light from my hands and half pulled me from the operating table.

"Why, doctor," I said, "I was not prepared to learn that I had this terrible disease. If I had known it I would have brought some money. Your advertisements say that you give a free examination."

"Well, you should have brought some money," he replied, as he began to busy himself in another part of the office. "Come back when you have some money and I will talk to you. Here I have given you an examination for nothing. I am mighty good to you, young man. You have occupied my time and I haven't asked a cent for it. Remember that. When can you come back with $10 or $15?"

"Why, I suppose I can come back to-night if it is as bad as you say," I replied.

"Yes, it is as bad as that," he said.

"But, doctor, you didn't finish the examination you started while I was on the table," I replied, timidly.

"I know, but you bring back some money to-night and I will talk terms with you," he said. "Now, to show you that I am on the square I will shake your hand. You understand, don't you? Get my meaning, get my meaning? Here, now take this bottle and bring it back filled with urine." He led me to the door and said, "I will look for you to-night." Then he slammed the door.

Accompanied by X., I took the bottle to the office of the American Medical Association. We told of the experience with Dr. Zins. While we were there the bottle that had been given me by Dr. Zins was filled with hydrant water, colored with anilin and flavored with ammonia. I went back to Dr. Zins' office at 6 o'clock. The girl in the office recognized me as the new patient and pressed a push button. Dr. Zins met me as I entered the door and gave me a hearty handshake.

"Nothing That Cannot Be Cured"

"Now, my boy, I see you are back," he said. "I also see that you are much worried. You should be, my boy, you should be. But you must stop this worrying. There is nothing that cannot be cured. Just let me do the worrying. Smile and look cheerful. Did you bring some money?"

"Why, doctor," I replied, "I could only get $5 on such short notice, but I can get more in a few days."

"Well, your case must not be delayed, I will give you the first treatment now and you can get the rest of the money as soon as possible. Did you say you brought $5?"

"Well, the treatment will take only a few minutes," he said. "I will give it to you in three minutes."

I gave him the bottle containing the hydrant water. He pressed a button and summoned "Ignatz." "Ignatz," he said, "take this to my assistant and tell him to analyze it."

Ignatz took the bottle and gave it to the assistant with the instruction of Dr. Zins to telephone the result to him. I was placed once more on the operating table. The assistant came back into the private office with a beaker of water and a little tube. In the little tube were a few drops of a brownish liquid. When the assistant entered the room I was in a helpless position on the operating table. From the conversation of Dr. Zins and the apparent lack of knowledge of chemistry shown by the assistant I felt safe, however. I knew that if he had made any test of the hydrant water I was at their mercy, but I was equally confident no test had been made.

"What was the specific gravity?" inquired Dr. Zins as he bent over me with a stethoscope. He made it appear as if he were indifferent to the analysis as he tapped me on the breast with a small rubber hammer.

The assistant replied, "Why, doctor, the specific gravity of the urine is 1.001."

Doctor "Amazed" by Report

"What!" almost shouted Dr. Zins, as he tore the stethoscope from his ears and snatched the glass beaker from the hands of his assistant. "Is it as low as that? My God, man, are you sure it is as bad as that?"

"Yes, sir," replied the assistant; "it is about the lowest I ever saw. It is a serious case."

"That means, my young friend, that it is more serious that I first told you, although I suspected as much." Then turning to his assistant he said, "What do you think of this young scamp for letting this go on this way." The assistant shook his head.

I moistened my lips with my tongue. Dr. Zins noticed this evidence of fright and said: "Young man, you can well be frightened, because you have been a d—— fool. I am going to cure you, though. Now just do as I tell you and don't worry."

Then in an aside to his assistant, that could have been heard in the next room, he whispered, "I am going to make a tuberculosis test also."

"What's that?" I demanded.

"Now, now, now," he said soothingly. "I did not want you to hear that. Just forget that I was talking about you. I don't want you to worry, young man. Just leave things to me."

"But, doctor," I said. "If there are any tuberculosis symptoms I want to know it. If there are I will go out West."

"That's all right, my young friend," he replied. "You don't have to go West. You just take my treatment. I will fix you up all right, and it will not cost you much. Just don't let yourself worry."

Treatment Proves Quite Simple

Then he took down several bottles of evil-smelling liquids and rubbed them on my chest. This was the only treatment I received for my awful disease that day. Then he bade me get up. He asked me for $5. Before I gave it to him I asked him how much the treatment would cost.

"It will cost you $45 the first month and $15 for each succeeding month," he replied.

"How long will it take to cure me?" I asked.

"It will take almost a year to get this syphilis out of you, but you want to be completely cured. Remember, young man, life is sweet, and a few months of the right kind of treatment will bring back your health."

"Well, doctor," I replied as I put my hand in my pocket, "I want to know all about this disease of mine. I also want to know all about what it will cost, because I haven't got that much money. But if it is so serious, I have an uncle in Louisville, Ky., who will lend me all the money I need."

"Fine, young man, fine," he said. "Just sit right down in that chair and let me talk to you. Now, when you came in the door I could have told you almost what was wrong with you, but I waited until I made a most thorough examination and an analysis. Even with these precautions it would be possible for any doctor to be mistaken.

"Now, a Wassermann test is more exact, but it is not held legally so. A Wassermann test will cost you $25 more, but if I was you I would go along with the treatment for a while and the test can be made later on to determine any improvement. I am saving you $25, young man.

Explains "Specificus Gravitus"

"Did you ever attend high school?"

"No, sir," I replied. "I never went any higher than the fifth grade in the public schools, but I have read a lot of books."

"Well, then, you don't know what specific gravity means, do you?" he asked.

"No, sir," I replied. "I never heard of that kind of a disease before."

"Well, it is not exactly a disease, but it is a state or condition of your kidneys peculiar to persons afflicted with syphilis. The test shows the specific gravity to be 1.001."

Then, turning to his assistant, he said, "It's specificus gravitus."

"What's that mean, doctor?" I asked.

"Now, now, you just keep still, my young and foolish friend," he said to me. "When do you think you can hear from your uncle?"

"Well," I replied, "I am not sure that he will send me the money unless he knows what is the matter with me. I don't know how to tell him that I have that disease. You might write to him and tell him about it and he would understand."

"Well," advised Dr. Zins, "you write to him first, and if he does not come across I will fix it up for you so that he will understand. Now just as soon as you get an answer come back to my office with it."

VYRAI! PASITEIRAUKITE SU Dr. ZINS
Senu patyrusiu ir pasekmingiausiu specijalistu Chicagoje, kuris aplanko savo ligonius ypatiškai
Aš noriu išgydyti kiekvieną kenčiantį vyrą nuo Varikocelės, Struktūros, Užkrečiamų Kraujų Nuodų, Nerviškos Negalės, Hydrocelės arba ypatingų vyrų ligų.
Tos lauvas pasitikimas yra atviras visiems, kurie pralenda šioj srityj ant daktarų ir gydytojų be jokios naudos, ir mano noru yra parodyti visiems tiems žmonims, kurie gydės pas tuliaą ar daugiau daktarų be jokios naudos, kad aš varsiu vienintelį budą, kuriuomi tikrai ir ant visada išgydau.
VYRAI ATGAUKITE SAVO SVEIKATĄ
atsilankykite į mano ofisą ir pasiteiraukite su manim draugiškai. Kalbame visomis kalbomis. Tamista gausi geriausį patarimą ir pasinaudosi mano patyrimu, įgytu per 14 metų esant specialistu vyrų ligų. Jaigu tamistos padejime yra dar viltis, tai aš tamstai parodysiu kaip išsigydyti ir
Išgydau visiškai ligas skilvio, plaučių, kepenų ir inkstų.
Nemokėk už nepasekmingą gydymą—NEIŠGYDYDO, NEMOKEK.
Slaptos Vyrų Ligos
Pražudytas Vyriškumas, Ligos Koponų ir Inkstų
išgydomos greitai visiškai ir užlaikomos paslaptyje. Nervišką Negale, Silpnumas, Pražudytos Pajegos, Gyslų Išsityimas, Kraujo Uznuod.jimas, Sulpnumo Nubegimai.
Plaučiai
Dusulys, Bronchitis, Kvepavimo Ligos išgydomos visiškai mano veliausia metoda. Szirdies ligos.
VISIŠZKO ISZGIJIMO kiekvienas jieško. Aš tamistą išgydysiu visiškai, jaigu tamista tik gavesi gydymą savo ligos man. Mano prake yra žema ir prieinkiaki prie mano atsakančio gydymo, o išlygos yra labai lengvos. Ateik šiądien ir pasiliuosuok nuo kentejimą. (RODA DOVANAI.) Kalbam, Lietuviszkai.
Išgydė, kad betum sveikas
Specialistas Vyru ir Moteru Ligu.
(Išt'yrimas Dovanai)
KRAUJO UŽNUODIJIMAS
ir visas odos ligas, kaip Spuogus, Piktąją Dedervinę, Szunvotes, Niežus, Hemorhoidus, Patinusias Gyslas, Naikinančius Nubegimus, Įsisenejusias Ligas.
Moterų Ligos
Vidurines Ligos, Skausmai Strenge, Baltosios Tekejimas ir kitos ligos išgydomos visiškai. Užpakalines žarnos, Išsikaišiojusios ir nervinės moterų ligos.
Dr. ZINS, 183 N. CLARK ST. Tarp Randolph ir Lake CHICAGO
Valandos: Nuo 9 ryto iki 8 vak. Nedėliomis nuo 8 ryto iki 4 po p.

Then he gave me a box of yellow pills and signed a card receipt for my $5 which I handed to him at this time. The card bore the number "37606," and each card given out means a certain amount of money coming in. He told me that if the pills made my gums hurt for me to come back and let him know. Then he and the assistant bowed me to the door. Just as I walked out the door Dr. Zins called me and in a very serious manner said, "I forgot to tell you, young man, that you must not eat any sausage."

"Uncle" Declines to Send Money

October 8.—When I visited Dr. Zins this morning with the letter I was supposed to have received from my uncle in Louisville and told him that my uncle

had refused to send me money until he knew the particulars of my case, Dr. Zins appeared to be much disappointed. I showed him the letter. He read it.

"Well," he said, "your uncle did not send the money because you did not word it strong enough. Now if you will write to him and tell him that the case is urgent and that you need the money immediately he will come across. Word it something like this: 'Dear Uncle: Send me $50 quick. Will pay you back.' He will send the money sure, and you can begin taking the treatment. You understand my position, buddy. I am telling you the truth. Of course, I am out for the money, but I will treat you right and get you well."

"I know you will, doctor, and I appreciate it," I replied.

"Just send the telegram C. O. D.," the doctor said. "He will send you the money. Now good-by. Let us hear from you just as soon as you get some money."

After I had left his office he called me back up the steps and said, "Now, buddy, do as I tell you and send that telegram. That will make him hurry the money along. Then come back to me. I will fix you up all right. Good-by."

Dr. Lewis E. Zins—his real name is Zinsheimer—operates from offices at 183 North Clark Street. He advertises more extensively, perhaps, than any of the other quacks in the city. He uses two of Chicago's downtown dailies and every one of the foreign newspapers he can induce to take his copy. He is bold and aggressive. He has powerful political backing, employs a firm of lawyers who are not in the habit of working for nothing, and, up to the present, has been able to "make a front" in decent society. The fact is that Zins is not the most dangerous of the quacks of Chicago. He does as much harm as could, in reason, be expected of any one individual, but he does not possess the facilities for evil of some of his confederates. His fellow quacks, however, are correct in their unanimous selection of him as a leader. He is blustering, headlong and daring. He isn't as cunning as Flint, but he is a much better bluffer.

Zins the Most Interesting

The *Tribune* has gone to considerable trouble in investigating Zins, largely because he is the most interesting character of the lot. It has found things in his career which make it appear remarkable that he has for so long a time, even with his expert legal counsel, kept out of the clutches of the police. On June 2, 1911, a coal miner living in an Illinois town called on the Legal Aid Society and asked its assistance in helping him to recover $60 which, he said, had been stolen from him by Zins. The miner's story was to the effect that on the day before, having read Zins' "ad." in a newspaper, he came to Chicago and paid a visit to the faker's office. He was there about half an hour. When the consultation was over he asked Zins how much money he wanted and Zins said his charge would be the modest sum of $60.

The miner, by a curious coincidence, which need not necessarily give rise to the inference that his pockets were investigated while he was stripped and on the operating table, happened to have just that sum with him. He says he handed the money over to Zins. No sooner had he done so than he repented of the act. He recalled that the $60 was all he had and that he had no means of buying a railroad ticket back home. He complained to Zins on this account, and the generous Dr. Zins promptly handed him back $6 of the money. The Legal Aid Society sent a representative to see the doctor. In his account of this interview the representative says that he found Zins "a sharp business man who insisted on sticking to his bargain." Zins informed the agent he always charged "what he could get." He agreed, however, to refund $10 and to continue to treat the miner. The latter had had enough of Zins' medical services, however, and he insisted that his money should be returned to him.

Zins Declines to Pay; Sued

Further demand therefore was made upon Zins. He called at the Legal Aid Society's offices and was informed that the miner was willing to settle for $34. Zins refused to pay the money. Suit against Zins was then instituted. Zins retained Julius Reynolds Kline. The action was begun on December 11. On Jan. 9, 1912, Zins, through his lawyer, asked for the dismissal of the suit and the motion was denied. Dilatory tactics were then employed. Finally, on September 16, the case was called before Judge Walker. On September 23 the jury failed to agree and the case was put at the foot of Judge Walker's call. On September 28 the case was called and postponed to September 30, before Judge Sabath. On that day Lawyer Kline telephoned the Legal Aid Society's lawyer to know if the miner would not make a reasonable offer of settlement. The attorney for the society replied the offer should come from Mr. Kline. The latter then said his client was willing to settle for $25, but added that he wanted a finding of "not guilty" entered. The offer was submitted to the miner. He said that he wanted $35. Finally an agreement was reached on $30, which Zins paid. The records show that a finding of "not guilty" was entered.

On May 27, 1912, a boy 11 years old was taken to the Legal Aid Society by his brother. The latter said he had been to Zins' office with the boy, who was ill. Zins, according to the brother, diagnosed the boy's case as rupture, gave him some salve, and collected $20 on the spot. The boy was told to return. Next time the boy called he was informed by Zins that he would do nothing more until he received another $20. This money the boy's family was unable to raise. At this point complaint had been made to the Legal Aid Society. The society's first step was to send the boy to the West Side Dispensary. There a physician stated that the boy was not suffering from rupture at all, but from the effects of mumps, which had caused the abdominal glands to swell.

Calls Zins Charlatan

The Legal Aid Society then instituted an inquiry into Zins through the Chicago Medical Society. Dr. Suker, the secretary, reported that Zins was a charlatan of no standing in the medical profession. The Legal Aid Society then opened a long correspondence with Zins. It was never able to effect a settlement. In her final report on the case the superintendent of the society says rather pathetically:

"Dr. Zins is a man with whom nothing can be done in the way of compromise, and, as you know, the process of obtaining justice through the courts is sometimes rather slow."

On Aug. 28, 1913, complaint was made to the Legal Aid Society by a young Pole residing on the west side. The complainant said that while suffering from venereal disease early in the spring he had gone to Zins for treatment. During that visit Zins relieved him of $7 and promised to cure him for $47. Between March 15 and July 20 the young man visited Zins four times, giving him $40 in two payments. Then, said the young man, Zins demanded $47 more for a "sure cure." This opened the victim's eyes and he appealed to the Legal Aid Society for help. He was still suffering from the venereal disease. The society first advised its visitor to see a real doctor and then opened negotiations with Zins. The quack informed the society that he would pay back nothing. The society then appealed to the State Board of Health. To this appeal Amos Sawyer, acting secretary, replied, giving the following helpful hint:

"Replying to your communication, I will say this board has a licentiate who was licensed under the name of Lewis E. Zinsheimer, but whose name was changed by a decree of the circuit court of Cook County on Nov. 21, 1899, to Lewis E. Zins."

The society, finding itself baffled in all its attempts to right its young client, then dropped the case.

Accused of Slandering Woman

Case No. 275,059 of the records of the superior court of Cook County reveals the following facts: On Sept. 23, 1909, a woman, whose name it is not necessary to mention, instituted suit against Zins for slander. She charged that she had gone to Zins' office on July 8 with her husband. There she was "examined" by Zins. At the end of the examination Zins, according to the plaintiff, turned to the husband and advised him to keep away from his wife.

"She has a contagious disease," he said. "It was not brought to her by the birds."

Zins' statement, says the woman, was absolutely and unqualifiedly false. She was represented in her action by T. L. Szydlawski of 845 Milwaukee Avenue. This case lingered for some months but never came to trial.

DR. ZINS' BUNKO GAME

A man living in North Clark Street writes the *Tribune* as follows:

"I wish to put before you the bunko game this Dr. Zins worked on me. Now and then I had cramps in my stomach, being nervous at the same time. Seeing the advertisement of this Dr. Zins, giving free examination, and not intending to take treatment, I went to see him. When I came to his private office on Oct. 16, 1911, he welcomed me as a friend. 'Sit down, my friend,' he said. 'I see your lips are very dry. You are in a serious condition, but do not worry.' I told him that my stomach was out of order and that when I got up in the morning I did not feel well. 'Get right up on this table,' he told me, 'and I will tell you what is ailing you. It will cost you nothing.'"

"When I was on the table he said, 'Man, you have ulceration of the bladder.' Being very nervous, he scared me. He then said, 'This is a bad case. You want to be cured; you might as well get treatment from a good doctor like me. Have you any money with you?' Lying on the table, I tried to raise up, looking at my vest, which was hanging on a chair. The doctor caught my glance. Before I could get up he took a $20 gold piece out of my vest pocket and said, 'This will do for the bladder trouble, and you will pay me $30 for the stomach trouble tomorrow.' Of course I could not back out any more when he had taken the money out of my vest pocket, so I took treatment and paid him $30 more in a few days. 'I guarantee to have you cured in three weeks,' he promised me. 'From the day I call you cured, if there is anything wrong for three months I will furnish medicine and treatment free.'

"Three months and seven days later I was the same as before I started, only he gave me rheumatism by his treatment, which I have to the present day. So I went up and told him about it. He said: 'Three months are over, and I can do nothing for you. My expenses are high and my automobile is broke again. So if you wish to pay me $35 I will cure you.' I think men like him ought to be punished for doing anything like that."

LETTER TELLS ANOTHER TRAGEDY

Here is a letter written to the *Tribune*, the name of the writer being withheld:

"In connection with your recent exposé of quack doctors, I want to tell you a little story, the publication of which may be a lesson to others: About five years ago one of my relatives was sent to prison for a technical violation of the national banking laws. He stayed there four years, while his bride of a few weeks waited for him. His wife was in poor health and submitted to two

operations for appendicitis, the last one four months before her husband's release. The husband returned home while his wife was sick. A few days later he conceived the notion that his health was affected. The husband came to Chicago and consulted Dr. Zins on Clark Street, who, after learning the history of the case, told him that he had an exceedingly serious ailment; that either he or his wife was guilty of wrongdoing.

"The husband knew that he was innocent and was equally sure of his wife. To treat the husband Dr. Zins charged $50. He was paid on the spot. After a few treatments he was informed that symptoms had developed of a deeper-seated disease than he at first was led to believe he had. An expensive treatment was advised and accepted. All the time Dr. Zins was gradually poisoning the husband's mind against his wife. One day he asked her a question her pure, sensitive soul could not bear. She went to two reputable physicians, was examined, got two clean bills of health, went home, gave them to her husband, kissed him, and her baby, and shot herself to death.

"The husband gave to Dr. Zins over $450 in all. He got in return the diagnosis of a disease he never had, a craving for drugs, and a totally ruined body. To-day, just a year since his return to society, he filled a suicide's grave. He has gone to meet the purest woman that ever lived. These people of whom I have written were my relatives, and for the sake of those they left behind I prefer not to give names, but if our identity will be kept a secret, I am ready and able to furnish ample and indisputable proof of the above. You are doing the greatest thing a great newspaper ever attempted. God bless you."

DR. WELLS & CO.

Institute Owned and Operated Under Supervision of the Two Williamses—One Victim Tells Story—Former Interpreter for Quacks Makes Confession of the System Used

[*Chicago Tribune, Nov. 15, 1913.*]

One of the worst medical "institutes" in Chicago is operated under the name of Dr. Wells & Co., at 424 South State Street. This place is owned and operated under the supervision of Richard L. and Victor G. Williams, who live at 455 Wrightwood Avenue, and have a "real estate" office on the fourth floor of the Monadnock Building. The two Williamses also conduct "institutes" in New York City, in Philadelphia, Pittsburgh, and Kansas City. They have been in the clutches of the authorities a number of times, and on several occasions their operators have been before the United States courts on the charge of using the mails to defraud. This receipt was exhibited at the *Tribune* office yesterday by Mike Ciencienske, a disabled iron molder who lives at 1048 Wood Street:

"Received payment in full for professional services rendered until cured of present troubles. DR. WELLS & CO."

On the receipt were these indorsements: "Fee, $100; Oct. 3, $5; Oct. 6, $5; Oct. 12, $90." Ciencienske, who speaks but little English, presented another piece of paper. It was a prescription blank from Dr. Zan D. Klopper, M.D., 1642 West Division Street. On it was written:

"Mr. City Attorney: Please see if you can do anything for this man to get his money back. DR. KLOPPER."

Sent for Help to "The Tribune"

On the back of this note was still another note, which Ciencienske said was written by a man at the city attorney's office. It reads:

"Take this to the *Tribune*. Tell them about it. Corner of Madison and Dearborn."

Ciencienske said he had gone to Dr. Wells & Co., at 424 South State Street, early in October, with a pain in one leg. He declared they told him they would guarantee to cure him for $100. He paid the money and received medicine and several treatments. The victim said that after paying $200 in all he complained to the man who was treating him that he felt no better. Then, he declared, the man told him to quit the treatment if he felt no better and to go to some other doctor.

TELLS SECRETS OF QUACKS

A man who now holds a position in the courts of Cook County formerly worked for the Williamses as interpreter. He tells in the following "confession" how he helped to handle sick and ignorant dupes in the offices of Dr. Wells & Co., of Dr. Kamp & Co. and the Chicago Clinical Institute:

"I lined up with Dick Williams in February, 1910. He put me to work as an interpreter and office man in the Dr. Kamp & Co. place on the southeast corner of State and Congress Streets. Williams is the quack king of the United States. He had four automobiles and does nothing but count money and travel around the country. At that time, in addition to the Dr. Kamp place, Williams was running the Dr. Wells place just across the street, the Chicago Clinic Institute, near State and Van Buren, and another place near the Folly Theater. The manager and drug mixer at the Dr. Kamp place was a negro by the name of Slaughter, who knew nothing about drugs, but couldn't make harmful mistakes, because all of the drugs were colored water. I understand Slaughter is in New York now running a museum at Third Avenue and Fourteenth Street.

"Besides Slaughter and myself there was a doctor who worked on a regular salary and a commission on all he made. During the eight months I was there I found out the trade was mostly foreigners. I found out, also, that no patient was ever dismissed. The only way they ever stopped coming was to get discouraged and stop of their own accord. I was interpreter and office man. I speak Polish, Slavic, Bohemian, Russian and English. The office was on the second floor. There was a reception room, a consultation room, the doctor's private office, the electrical room, and the pharmacy where we kept the dope.

Found Out First About Pay

"When a new patient would come in I would tell him that the doctor was performing a serious operation at the time and would let him sit there for about an hour, so as to let him think we were an important firm. First I would get his name and age and address and the place he worked and how much he got in salary and what day he received his pay. Then I would find out about his symptoms and whether he ever had been treated before. All of this information would go in to the doctor so he would be prepared. One of my duties was to keep new patients from talking with any old patients who might happen to be in the waiting room. If they insisted on talking it was my place to get into the conversation and switch it to some other subject. If it got too strong to swing I would isolate the new patient in one of the consultation rooms. For instance, here was a case of one fellow, I remember. When

he came in I found out he was a second boss in the stockyards and how much he got, and that he was paid on Fridays. I took him in to the doctor and explained in English he wanted attention.

"The doctor looked at the patient and shook his head and spoke to me. I translated and told the man he was in a very bad condition. Then we put him on the operating table. The doctor shook his head again. I explained the doctor was afraid to take care of the case because it was a serious one. Then the doctor asked me, 'Does this man value his money more than his life,' and I translated it to the fellow on the table, who would gladly assent to pay anything he had to be saved. The doctor then decided to take the case. After being examined this man asked what the charge was and the doctor told him $25. The man pulled out a roll of bills with a $50 bill on the outside.

Aim to Get Victim's Money

"Wait a minute," said the doctor, as he carefully began looking at the patient again. The patient weakened and lay back on the table. After more of the fake examination he was separated from $50, instead of the original $25 which we had asked. He was given a prescription which was filled at our drug counter, and cost him $5. There was just enough of the medicine to last him until his next pay day. I know that they never cured any diseases, because they had no real drugs to do it with. We used to get pills by the barrel. I finally told Williams that I wanted to go to New York, but he wanted to send me to Cleveland. In the end I went to Kansas City, but as I couldn't get on regular I quit."

ATOMO-RADIO COMPANY

Dr. Lawhon Meets a "Patient" Who Manifests No Symptoms; the Doctor Invents a Disease—"Pustoris"—for Him and Wants Money for Developing It

[*Chicago Tribune, Oct. 29, 1913.*]

September 28.—When I went into the office of the Atomo-Radio Company at 84 West Randolph Street, a man with a Van Dyke beard met me at the door. He wore a white coat and spoke with a French accent.

"Are you sick?" he asked.

"I don't know," I replied. "I came in to find out what is wrong with me. Is Professor Lawhon in?"

"Come this way," he said as he led me into a rear office. A young man who appeared to be about 30 years old, with a new Van Dyke beard, was seated at a desk in this office. The attendant ushered me in and I said, "Is this Professor Lawhon?" He bowed and offered me a chair.

"Now, what is the matter, young man?" he inquired.

"I don't know, doctor, I replied, "but I have not gained any weight during the last year and I think something is wrong."

Patient Has No Symptoms

"Have you ever had any venereal disease?" he asked. "No," I replied.
"Any trouble with your kidneys?" "No."
"Stomach?" "No."
"Does your back ache?" "No."
"Do you perspire?" "No."
"Do dark spots come before your eyes?" "No."
"Do you eat pie or cake?" "No."
"Did you ever ride a horse?" "Yes."
"Do you do much walking?" "Yes."

Lawhon Seems Baffled

"Did any of your family ever have the asthma?" he asked. "No," I replied.

"Well, what is the matter?" he asked. "That's what I came here for," I replied.

"Oh, I can readily see what's wrong, but I wanted to see if there was anything else," he replied. "You have a bad case of pustoris," he continued.

"What's that?" I asked. "Why, pustoris, my boy, is a disease of the blood," he replied. "Pustoris will cause your blood to form in little knots in your veins. They will get harder and harder until the little knots will shut off the blood flow completely, thereby causing you to die. When the knots get hard the blood can't flow through your veins and they will swell up."

Wants to Develop Disease

"What causes that?" I asked. "That is caused by a germ in the blood," he replied. "It is a peculiar condition which necessitates immediate attention. The only way to cure this condition is to take my treatment, which will bring the bad blood to the surface."

"Surface?" I said. "Yes," he replied. "You see your blood is filled with it. Now your blood needs to be washed out. Of course it would be impossible to wash it literally, so we give you a treatment which will drive all these impurities out. The impurities will be driven out by this treatment and will be thrown out through little sores that will form on your skin."

"Well, doctor, that would be rather inconvenient," I said. "Yes, it will be inconvenient for a day or two, but they will quickly disappear," he said. "Now you see the treatment we give you will bring this bad blood out of the skin, but the disease will disappear in a few days. If these sores come out on your skin after we began the treatment it is a good sign. You see this will be positive proof that you have pustoris."

"How can you tell without making an examination?" I said. "My boy, it is our business," he replied. "Now, I am going to make a more thorough examination by means of a wonderful machine."

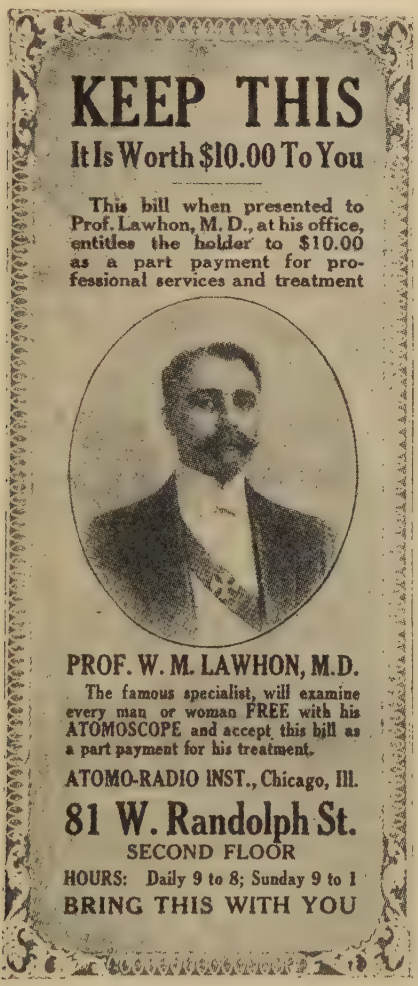
"Can See Blood in Veins"

"What will this machine do to me?" I asked. "It will do nothing to you, my boy," he replied, "but it will enable me to see the action of your heart and will show me the condition of your kidneys. By a simple process I could see the blood coursing through your veins. It will enable me to see all the impurities. Now come with me."

I followed him into a room where a machine something on the order of an x-ray apparatus was located. Red and blue and green lights were hung about the room. He stood me in front of a large lens and turned on a pale blue light. Then he took a fluoroscope and placed it to my shoulder blades.

"Ah," he said, "just as I expected."

"What are you looking at?" I asked.


KEEP THIS
It Is Worth $10.00 To You
This bill when presented to Prof. Lawhon, M. D., at his office, entitles the holder to $10.00 as a part payment for professional services and treatment
PROF. W. M. LAWHON, M.D.
The famous specialist, will examine every man or woman FREE with his ATOMOSCOPE and accept this bill as a part payment for his treatment.
ATOMO-RADIO INST., Chicago, Ill.
81 W. Randolph St.
SECOND FLOOR
HOURS: Daily 9 to 8; Sunday 9 to 1
BRING THIS WITH YOU

"My boy, I can see through you and I can see just what I want to know."

"Gee, doctor," I asked, "see if you can find any money in the lining of my clothes."

He made no reply. He stood for thirty seconds with the fluoroscope to my shoulder blades. In a short while he said: "That's all. Come into my office again."

I went back into his office.

"Now, my boy, how much money have you?"

"I did not bring any to-day," I replied.

"Well, that's bad," he said. "When can you bring some?"

"I don't know," I said.

"Can you bring some this week?" he asked. "Your case is urgent and should have immediate treatment. Can you bring some money on Wednesday?"

"I may," I replied.

"Well, come back when you get some money," he said. "Now, don't forget, bring some money next time. Good-by."

GIRL GIVES QUACK HER $100 SAVINGS

Hattie Wagner Writes "Tribune" of Year's "Treatment" by Dr. Lawhon of the Atomo-Radio Company—Guarantee "Cure" Fails

[*Chicago Tribune, Nov. 6 and 13, 1913.*]

The following letter was received by the *Tribune:*

"I read in the *Tribune* sometimes last week about Dr. Lawhon, how he robbed people. Well, he done the same to me. About this time last year he told me he cure me for 100 dollars in 3 months. Of course I have weak lungs, but I did not get any benefit only worst. When he told me the amount off money then I didn't want to come to him. Well he wrote me 3 letters and the first one on special delivery—and how he lie to me just to get the money off me. Well, I went three times a week for about a year, then they were getting tired of me till at last they told me as much that I was not getting better. Not Lawhon, because he disappears 4 months after my treatment began, never saw him only his helpers. I have those letters in my hands. If they can be of any use to you I will send them to you if you let me know. O, how I wish I could get that money back. I only make my board and 3 a week and then I have a sister to buy her clothes. Well I have not much left to myself. Well, they try to pull me on $80 dollars more only I catch onto the game. Not Lawhon, only some tall smooth shaven doctor. I don't even know his name. I just hope Lawhon never get out of prison for the wrong he done to me. Because he could just as well tell me the truth as lie. My name is Hattie Wagner, 719 North Park Avenue, near Chicago Avenue, Austin, Ill."

Her Story Verified

Reporters made a thorough investigation. They found the facts as set forth by the girl to be correct in every detail. Hattie had erred only in two particulars—she had not told all of the story and she had not told the "truth" vaguely hinted at in her communication because she herself does not know the "truth" to-day. The reporters got that "truth" from the honest physician who now has Hattie's case under charge. This physician is Dr. Henry A. Broad of 1325 Milwaukee Avenue. He said the girl might survive for six months.

"Doctor," he was asked, "would this girl have had a chance for her life if she had fallen into the hands of a decent doctor at the time Lawhon got hold of her?"

"I'm not going to talk about Lawhon," Dr. Broad replied. "There is a greater Judge than I am with whom that man will have to square his accounts

in this case. If an honest doctor had had Hattie Wagner's case a year ago it is probable he might have saved her life. At the least he would have given her five or six years of life."

Hattie Tells Her Story

A reporter found Hattie at the candy store where she is employed. She admitted having written the letter.

"I thought you would want to know about me," she said. "It ain't because I'm mad at that Lawhon, but because other poor girls ought to know about him. When I feel so weak and sick I think how other girls ought to know about him."

Hattie said she is 25 years old. She looks younger. She is flat chested and has a tearing cough. Her eyes and her cheeks are lit with fever. Any one who has seen tuberculosis in its final stages could diagnose her in a glance. She readily consented to go over to the house on North Park Avenue where she is boarding and get the letters Lawhon had written her.

Come and see

the finest medical offices in the country, the wonderful machines, the newly invented electric appliances for curing the sick.

One of the greatest machines is his X-Ray, with which he will give you a free examination and with which he can see entirely through your body. This great specialist does not guess, but examines you first with his wonderful machine.

Another wonderful machine which kills all the germs in the air and together with oils cures all forms of diseases of the nose, throat and lungs. If other doctors have failed to cure you do not be discouraged or lose heart but come to the ATOMO-RADIO INSTITUTE and let Prof. Dr. Lawhon show you how easy he can cure you with the aid of these wonderful machines.

Wonderful machine for curing all forms of skin and blood diseases, Rheumatism, Neuralgia, Lumbago, nervousness, etc., fills the entire body with electricity yet you feel nothing and is the only machine of its kind in this country. If your doctor has failed to cure you or if you have given up hope come and see Prof. Dr. Lawhon who will show you the workings of this wonderful machine.

ATOMO RADIO INSTITUTE
81 W. Randolph Street Chicago, Ill.

To local doctors: Doctors having patients whom they are unable to cure are invited to call on us for free advice how to cure them.

Wonderful machine for curing private diseases of men and women, pleasant and nothing to hurt you. Many people are ruined by so called specialists who have not the proper machines, come to us and let us show you how easy it is to cure these troubles WITHOUT THE USE OF THE KNIFE or cutting of any kind. It puts new life into old and worn out people and gives you back the energy of your younger days.

Marvelous machine which contains over six miles of wire and cures Paralysis, diseases of the bones and many other troubles which have been called incurable by regular doctors.

CURES WITHIN REACH OF ALL

On account of the great many people treated by the doctor every day he makes his terms within the reach of all and very low. He wants you to call now and have a talk with him, consultation and advice is free. No matter what your trouble is or who has treated you, come to us and we will show you how easily and quickly we can cure you by these extraordinary machines which never fail.

ATOMO RADIO INSTITUTE
81 W. Randolph Street, Chicago

"My brother-in-law did not want me to go to Lawhon," Hattie said on the way to the house. "He told me he was a faker. But I had saved up some money and I wanted to get well. And so at last I went to him. Now he's got all my money and I ain't any better, only worse. If I only had my money that might do good, because the doctor I've got now tells me how I must have fresh milk and eggs. He says it would be better if I could go out into the country and rest, but how can I go out into the country and rest when I haven't any money? And how can I buy fresh eggs and butter when my job only pays $3 a week and I've got to buy clothes for my sister. You see there ain't any left."

Talks of Her Sister

"How old is your sister?" she was asked.

"She's 14. You see, my older sister—her name is Mrs. Mary Smigay and she lives at 1531 Tell Place—boards her and I buy her clothes. We are poor people and so we divide it up that way."

The reporter inquired where she had worked before she came to the candy factory.

"I worked in a factory downtown, but the doctor I got now said I ought to be in the country, so I came out to Austin. He said the air is better here. But you see I make less money. I am so sick and weak that I really ain't worth more than $3 a week."

Produces Lawhon's Letters

The letters which Hattie produced were three in number. There was also a receipt slip showing she had paid Lawhon's Atomo-Radio Company, 81 West Randolph Street, a total of $100 in three payments. The first payment was made on Oct. 3, 1912. The girl explained that she had called on Lawhon on that date, after reading his advertisements in a newspaper. She had told him her mother

DR. LAWHON.

I AM SURPRISED

TI SEE SO MANY PERSONS WHO HAVE CROSS-EYES

When they can have that abnormal condition corrected permanently in a few moments without the knife, pain or detention from business, and at a cost hardly to be considered.

PERFECT RESULTS GUARANTEED.
FREE EXAMINATION.

W. M. LAWHON, M. D.

EYE, SAR, NOSE, THROAT AND LUNG SPECIALIST.

641½ Wabash Ave., Over Singer Sewing Machine Company.

An old advertisement of Lawhon's when he was operating in Terre Haute.

had just died of tuberculosis and that she had been left something over $100 in her will. Lawhon had made an examination and told her that he could promise her a sure cure. He then collected $5, arranged for a visit next day, and dismissed her. When Hattie went home—she was then living with her married sister—her brother-in-law had told her Lawhon was a fake and had begged her not to return to him. On this account the girl did not keep her next appointment. Instead she wrote to Lawhon telling him that her people objected to him.

Some of Lawhon's Advice

Under date of October 5, special delivery, Lawhon replied, in part: "If your folks who object would come down with you I think there would be no question but that we can convince them of the efficacy of my treatment, and I would suggest that you try to have them come with you. I have cured a great many worse cases than yours and am very anxious that you should get well before your case has reached such a stage that it might be incurable. Hoping to see you tomorrow, I am, etc." Hattie called Lawhon by phone and promised to

come. The opposition of her brother-in-law, however, compelled her to miss that engagement. Under date of October 11 Lawhon wrote her another letter and urged "the importance of following my suggestions." The girl responded to this letter by doing what Lawhon wanted her to do, disregard the warnings of her relatives and pay him a secret visit. She, however, took no money with her.

Hattie Succumbs to His Wiles

After this visit, under date of October 18, Lawhon wrote again, saying in part: "I fear that the first cold you contract this fall may settle on your lungs and then it would be too late for any one to give you treatment which would be of benefit." On October 25 Hattie at last succumbed to Lawhon's wiles. On that day she paid him $45. One month later Lawhon got out of her the remaining $50. For weeks the girl continued to come for treatment. Lawhon, finding he was unable to get any more money out of her, finally turned her over to assistants. They, too, at last turned her away. What was the famous treatment by which Lawhon promised to save this girl's life? Why it was the oxyolene inhalation fake, which never cured and never can cure consumption, and which has been exposed by the medical profession times without number.

DR. W. M. LAWHON TO BE PROSECUTED FOR GETTING $112 ON PATIENT'S BANK BOOK

Activity on the part of the city authorities yesterday for the first time made the quacks whom the *Tribune* is exposing feel the net of the law closing about them. Now they are beginning to realize they are in serious danger of going to prison. During the day two of the managers of fake "institutes" and one of the "doctors" there were fined an aggregate of $400 in the municipal court. Other prosecutions are in preparation. They will touch the owners of the "institutes," among others. Judge Fake administered the fines on the quack managers. The prosecution was under the direction of Dr. W. K. Murray of the Health Department, who showed that the men accused were operating waxwork shows forbidden by ordinance.

The men fined are Dr. Lawhon and Joseph Higgins and L. R. Glasscoff, who were managers of "institutes" at 424 and 526 South State Street. Incidentally, it was brought out that the nominal owners of these places are Lawhon and a Dr. D. D. Richardson. These men are not the real owners of the places, however. They merely play the part for "men higher up" in the quack "industry" that Dr. Flint plays for the Reinhardt brothers. The names of the real owners are known to the health authorities. Attorney John Swanson, in pleading for the release of Higgins and Glasscoff, admitted the men are merely employees of wealthy quacks. Judge Fake did not see why that should make any difference, and imposed fines of $150 in each case. Lawhon was fined $100.

Lawhon May Go to Prison

Lawhon, who is the "chief surgeon" at the Atomo-Radio "institute," faces prosecution as the sequel to "treatment," which he gave a victim about two months ago. Lawhon is alleged to have robbed this particular dupe of $132.50. He is now out of jail on bond of $1,000. The charge against him is operating a confidence game. This legal phrase exactly describes the kind of "practice" Lawhon and his associates have at the Atomo-Radio "institute." Lawhon's arrest and prosecution is due to the untiring efforts of Patrolman Jerry Sullivan of the Clark Street station. Sullivan first learned of the case when the victim, a youth named Griffith, complained to him of the treatment he had

received at Lawhon's hands. The boy said he had called at Lawhon's office, at 424 South State Street, believing that he was ill. As a matter of fact, he afterwards ascertained there was nothing wrong with him.

At the time he first visited Lawhon, Griffith had with him $20. Lawhon informed him he had a venereal disease and collected the $20. Meanwhile the patient had been stripped and an attendant had searched Griffith's clothes. In one of the pockets he discovered a bank book showing deposits of $300 at the Hibernian bank. When this discovery was "wigwagged" to Lawhon the "doctor" immediately decided Griffith needed more "treatments." Preliminary to beginning them, however, Lawhon persuaded Griffith to go to the bank with an attendant and make sure the money was actually there. Griffith was then brought back to 424 South State Street. He was persuaded to sign a paper, which later was found to be a bank withdrawal slip. Griffith thought he was signing some sort of a contract. When he had signed the paper he was ordered to strip for a "more thorough" examination. While he was stripped and in the "examination" room Lawhon indorsed the withdrawal slip and sent to the bank and withdrew $112.50 from Griffith's account. When the money had been procured the bank book was returned to Griffith's pocket. He did not know of the fraud until he reached his home.

Then the Quack Laughs

The following day Griffith returned to Lawhon's office and demanded the return of his money. Lawhon merely laughed at him. Griffith then complained to Policeman Sullivan, who arrested Lawhon and had him "booked" as a common thief. When Lawhon discovered he was in serious trouble his first step was to open negotiations with Griffith for a settlement. It was arranged between them that Lawhon should return the stolen money and that Griffith would not prosecute. Sullivan learned of this arrangement first when he went to Griffith's residence to arrange with him to be present in court at the time of Lawhon's trial. He found Griffith had disappeared. The policeman, however, kept his eyes open and the next day met Griffith in the street. He immediately threw him into jail. When the case was called in the municipal court Lawhon was present with his lawyers, and, confident that Griffith was out of the way, demanded an immediate trial. He got it. He and his lawyers nearly had heart failure when Sullivan appeared in court with the crest-fallen Griffith in tow. On Griffith's testimony Lawhon was held to the grand jury. Assistant State's Attorney Michael Sullivan yesterday said steps would be taken to have Lawhon indicted by the next grand jury.

"I think that fellow Lawhon is as good as in the penitentiary now," he said. "This office will certainly spare no pains to send him there."

MAKES A "DOCTOR" IN FOUR SECONDS

Atomo-Radio Quackery Discovers Short Cut to Practice of Medicine

[*Chicago Tribune, Nov. 30, 1913.*]

The Atomo-Radio Company—recently exposed by the *Tribune* as a den of heartless medical charlatans—has been shown to be a remarkable medical institution. The latest addition to its list of wonders is a process for making "doc-

tors" while you wait. The old method of creating a medical man entailed time and trouble. The candidate for a doctor's title had to spend eight years in the common schools. After that he had to go four years to high school. Then, according to the requirements of most of the good medical colleges, he had to put in at least two years at a university. Finally he had to take four years of medical instruction. But the Atomo-Radio Company makes a doctor in four seconds. The candidate simply takes off his ordinary street coat and puts on a white jacket with a red cross on the sleeve.

This short cut to medical dignity was discovered by Dr. Burgess. The doctor himself is a "quick" doctor—having been hoisted into the medical profession by the night-school process—but his invention far surpasses in expedition anything the night-school ever has done. The *Tribune* to-day is able to give its readers the full details of how Dr. Burgess was able to take a horny-handed elevator man fresh from the "steering-wheel" of his car in a skyscraper, and convert him into a fullfledged medico by the white jacket route in less than ten minutes. Shortly before the exposure of the concern by the *Tribune* a perfectly healthy reporter visited the Atomo-Radio Company and was examined by a "doctor." He was told that he was suffering with "pustoris." The "doctor" demanded $50 to cure him. The company formerly had been managed by "Prof." W. M. Lawhon. Following the exposé the name of "Prof." Lawhon was taken down and a sign bearing the name of Dr. Burgess took its place.

Dr. Burgess was visited by a reporter. He declared he had bought the company from Victor Williams. This may or may not be true. Fred Glover lives at 2618 Emmett Street. When Burgess assumed charge of the Atomo-Radio Company he was an obscure but ambitious elevator operator at 36 South Franklin Street. About a month ago George Franks, who formerly worked for Dr. "Specificus Gravitus" Zins, walked into Glover's elevator.

"Hello, Franks," said Glover. "What are you doing?"

"Why," replied Franks, "I'm practicing medicine."

"Where do you get that 'practicing medicine' stuff?" inquired Glover. "You never studied to be a doctor."

Franks laughed. "Fred," he said, "you always were a boob. Wise up. You don't have to study to be a doctor. You don't even have to grow a set of whiskers. All you have to do is—but say, I'll show you how. I'll make a doc out of you. I'm going on a vacation. Come on with me. You can have my place."

Told How to Handle Patients

Glover says Franks took him to the Atomo-Radio offices and presented him to Burgess. He explained that Glover was a potential "wise guy" and wanted to substitute for Franks while the latter was away. Glover says Burgess looked him over, accepted him, fixed him up with a white jacket, and then gave him the following instructions:

Scare your patient into believing he has some disease.
Then find out how much money he has.
Get the money.
Then get rid of the patient as quickly as possible.
Don't waste time with a patient after he's broke.
Don't tolerate a moneyless patient around the office.

Glover started to work, but did not carry out the instructions to the letter. He had some home-grown medical ideas of his own and he supplemented this by reading medical books. He gave his patients good advice. He told them to eat and sleep regularly. His methods were so different from the other

"specialists" in the place that he became popular with many of the patients. They would ask for him. After Glover had been there three weeks he was called before Dr. Burgess. The doctor had discovered that the former elevator man was treating the patients almost as if he wanted to do them good, instead of merely "do" them.

"What is the meaning of this?" Glover says Dr. Burgess asked him. "What do you think this place is? Do you think we want all of these patients to think they can get well without coming to us with their money?"

A few days later Glover was told his services were needed no longer. He protested that he had been induced to leave his elevator job with the understanding that his position was to be permanent if his services were satisfactory. He told Dr. Burgess that he had given up his former job and that he could not get it back.

"Want a Man Who Will Bunko"

"I realized then why they did not want me," Glover told the *Tribune*. "They want a man who will bunko the ignorant patients and get the money. The only man licensed to practice medicine at the Atomo-Radio Company is Dr. Burgess. The rest are taken from some other job. They know nothing of the legitimate practice of medicine. They make doctors out of them as they did me. They take them from the street, give them a white jacket, and they are 'specialists.' I could continue in the business if I wanted to be dishonest. They are merciless. They want the money. I think too much of my future to jeopardize my chances by robbing the patients the way you must do in those places. Now I am out a job. I will have to sell my library to pay my rent unless I get a job this week. I have worked hard to buy these books and sometimes I study all night."

TWO GRAVES MARK RECORD OF ILLEGAL "M. D"

Well Man Sacrifice to the Unlicensed Practice of Siegmund Hirschfeld—"606" Proves Death Dope—Has "Diploma" from L. D. Rogers

[*Chicago Tribune, Nov. 7 and 8, 1913.*]

This is the story of a raw amateur and unlicensed physician who inscribed an "M.D." after his name, put his telephone number in the classified list of physicians, opened an office at 168 West Oak Street, and advertised as a specialist in men's diseases. He had two patients, a man and a girl, among others. The two repose under head-stones now. The "specialist's" name is Siegmund Hirschfeld. He lives at 1004 La Salle Avenue and has a "diploma" from Dr. L. D. Rogers' National Medical University, 1428 Wells Street, the place where a *Tribune* reporter dug up a cadaver some months ago. Hirschfeld was fined $100 and costs for practicing without a license last June after the death of the man, and is not practicing medicine now. Charles Alling, Jr., attorney for the State Board of Health, will ask the state's attorney to investigate the death of the man patient, Walter R. Snyder, who succumbed on April 8 or 9.

Mr. Alling will write a letter to-day giving the facts he has collected. One of these is that Hirschfeld was said to have signed the name of Dr. W. F. Semple, 843 Belmont Avenue, to some of the prescriptions he wrote for Snyder. Snyder was a singer. He had an insurance business on the side. His office

was in the Roanoke Building. He boarded with Mrs. John Arnold at 704 Belmont Avenue. He had a brother, Howard, living at 3050 Lake Park Avenue. Snyder became ill in January. He had known "Dr." Hirschfeld when the two were boarders of Mrs. Arnold at a rooming house she formerly had on La Salle Avenue. He sent for Hirschfeld.

"Hirschfeld came regularly, giving various dopes and prescriptions to his friend," said Dr. C. H. Bushnell, who attended Snyder when he died. "He took him to the laboratory of Dr. S. E. Graves, 32 North State Street, an ethical physician, and the latter made a Wassermann test which showed positive, it is said. Hirschfeld then injected salvarsan.

"Without waiting for a second analysis, he gave Snyder another injection soon after, and followed it with a third."

Mrs. Arnold Tells of "Treatment"

"Snyder sang several songs for myself and others at the boarding house on Easter Sunday," said Mrs. Arnold. "He seemed to be in good spirits. On Monday he was the same. On Tuesday appeared Dr. Hirschfeld with his injection gun, and from that hour Snyder never breathed properly."

Dr. Herman C. Merker, a friend, had Snyder call in Dr. Bushnell, whose office is at 3424 Sheffield Avenue. He declared nothing in the world could save the man after the treatment he had been given.

"He was pumped full of arsenic," said Dr. Bushnell, "and he didn't need it. I don't know whether it was too much salvarsan or malpractice that caused his death, but he certainly had not been properly treated.

"Snyder was rushed to the Sheridan Park Hospital. A Wassermann test made at this time showed negative—the man was free of syphilis taint. He died a few days later."

Through Dr. Merker of 4541 Beacon Street the matter came before the State Board of Health and Hirschfeld was prosecuted for practicing without a license. He pleaded guilty.

Woman Killed by Operation

So much for the man patient. The woman was Mrs. Emma Constance. She died at the Columbus Hospital in June or July of 1912, as the result of an operation. Hirschfeld, it is alleged, treated her. Friends of the girl and several physicians have declared the operation was unnecessary.

"He didn't have to operate on the girl," said Charles Boalth, a North Side real estate man. "Dr. Merker can tell you more about her than I can. Also Julius Wolff and Miss Sturtevant, roomers at 1038 La Salle Avenue.

"Wolff knew this girl, and he heard Dr. Merker say that it was a shame and that Hirschfeld had killed her. Mrs. Constance had a married sister who lived on Sheffield Avenue—I believe the address was 2935, but I do not know the name."

But the matter of the girl was so trivial that Hirschfeld has forgotten all about it. The following is the report of a *Tribune* investigator who interviewed Hirschfeld on Wednesday night:

Nov. 5, 1913.

"Dr." Siegmund Hirschfeld is a little man, slender, with a mustache and eyeglasses. He seems to be of nervous temperament and is a fluent and skilful talker. He was a bit surprised when I told him I was from the *Tribune*. He said he had not practiced medicine since he paid his fine of $100. He referred me at first to Mr. Alling for all information.

"Oh, we have Mr. Alling's report in the office," I said. "What I want to know, doctor, is just what you care to say about yourself in regard to the cases of Walter Snyder and Emma Constance."

"Constance? Constance? I don't know any girl of that name."

"Didn't you perform an operation on a girl who later died at the Columbus Hospital?"

"I? I perform an illegal operation?"

"Yes, doctor. Didn't you?"

"No. I don't remember the case."

Interviewer Is Persistent

"Surely, doctor, you haven't performed so many operations that you forget this case?" I persisted. "It happened in June or July of last year."

"I never performed an illegal operation," he replied.

"Do you know Julius Wolff?"

"No."

"Do you know Dr. Merker?"

"No."

"Dr. Bushnell, Dr. Graves, Dr. Semple?"

"I know Dr. Bushnell and Dr. Graves. I don't know Semple."

"Did you ever sign Dr. Semple's name to any prescriptions you wrote for Mr. Snyder?"

"I? I? You mean me?"

"Yes, doctor, I mean you. Did you?"

"In all my life I never have signed any name to anything except my own."

"That isn't answering the question, doctor."

"Well, I did not. Absolutely. Not at any time."

Evades Direct Answer

"Did you ever sign your name to any prescription?" I asked.

"I have never signed any name than my own," he insisted.

"All right. How much did Mr. Snyder pay you for your services?"

"How much? You mean how little. I didn't get paid for a whole lot of cases where I was entitled to it. Mr. Snyder was a friend of mine."

"Then, doctor, why did you pump him so full of 606? Dr. Bushnell said it wasn't necessary."

"On that point I have something to say, but I will reserve it until I come before a judiciary body. I don't think the *Tribune* is a judiciary body."

"Quite true, but we are trying to be fair. If you wish to say anything for yourself we are willing to print it. Could you ask more? Did you know that two charges of murder may be brought against you?"

"Murder?" [he asked it calmly]. "Against me? Well, maybe. I have nothing to say on that question. I have paid my fine, and am no longer practicing medicine. I have kept my word to Mr. Alling. That's all I can say."

Keeps Present Business Secret

"What are you doing now?" I asked next.

This question he would not answer, neither would he say what line of business he was in. He asserted on questioning, however, that he was not connected with any laboratory or hospital.

"You never had a license, did you?" I asked.

"I have not been licensed," he replied. "No, I am not registered."

"Ever receive a certificate?"

"I have a diploma."

"From Dr. Rogers of the National Medical University?"

"Yes. I took lessons from him for a year and a half."

"Hardly a recommendation, is it, doctor?"

"Well, I wouldn't care to say."

"So, then, doctor, the whole thing is that you don't know anything about this girl. You have no records, nothing to recall her to your mind? And you won't say anything about your friend, Mr. Snyder?"

"Are you going to leave town?" was my next question.

"No, why should I?" he replied. "I shall stay right here. About the girl, I have burned or destroyed all my records and papers—everything."

I noticed two pennants on the furniture, each bearing the legend, "Field Hospital National Guard."

"Are you a doctor for the national guard?"

"I belong to the guard, yes." The "doctor" part he evaded.

Rogers Keeps On Without License

The health department got after Dr. Rogers' National Medical university and refused the place a license. The case has been continued four times. In the meantime the institution continues to operate without a license. Two suits were filed against the *Tribune* for libel, based on stories printed about the hospital. Ida Wright Rogers asks $150,000 and Dr. L. D. Rogers wants a like amount. Rogers boasts of his pull and, so far, has appeared to have made good his boast. Dr. George B. Young, health commissioner, has said that "powerful political interests" balked his efforts to close the place. Dr. Rogers also is head of the National Maternity Hospital and the Chicago Night University. Dr. Young says the Rogers place is the worst in the city.

Sister and Physician Reveal Details of Emma Constance's Case—Operated On by Siegmund Hirschfeld

The full story of the death of Mrs. Emma Constance, on whom the amateur physician, Siegmund Hirschfeld, has "forgotten" he performed an operation, was told yesterday by Mrs. Constance's sister, Mrs. A. L. McReynolds of 4426 Clifton Avenue. Dr. A. C. Garvy, a licensed physician, completed her story and characterized "Dr." Hirschfeld's operation on Mrs. Constance as "wholly unnecessary." Mrs. Constance died on Monday, July 27, 1912, at the Columbus Hospital. "Dr." Hirschfeld had operated on her just a week before. The operation which he attempted to perform was so simple, according to Dr. Garvy, that a horse doctor might have done it. "That case," Dr. Garvy said at his office at 1104 Wilson Avenue, "I remember it. The woman was rushed to the Columbus Hospital by her sister, who was enraged at the way Hirschfeld had treated her. I had performed a big operation on her two years before, and I knew what Hirschfeld must have operated for. It was not a serious operation, but Hirschfeld's work was the rankest, rottenest, most unnecessary work I ever saw."

Mrs. McReynolds confined herself to the history of the case. She said Hirschfeld persuaded her sister to employ him by offering a "fine room" at a hospital for $15 a week.

"My sister was married," she said, "but was separated from her husband. We were living in Sheffield Avenue at the time. She went to the hospital on July 24. He operated the next day. I saw her the night of the operation.

'What have they done to me?' she asked. Hirschfeld knew two days after the operation that she had become infected. He told the nurse, a Miss Peterson, that infection had set in and asked her not to tell any one. She lives at Belmont and Clark."

SUICIDES CAUSED BY LIES OF QUACK DOCTORS

Healthy Victims of Charlatans Told They Were Suffering from Dread Diseases

[*Chicago Tribune, Nov. 4, 1913.*]

The stories of persons hounded to death by quack doctors are related in these columns. The stories came to the *Tribune* since the beginning of the crusade on quack doctors. They were obtained by letter, by telegraph, and by personal interview. In some instances names are suppressed in order that innocent persons may be spared publicity. So far as investigation has gone the stories—dramatically terrible as they may seem—bear the hallmark of truth. Here is an example of the awful influence which the "quack" doctors exercise on the ignorant immigrants of Chicago. The facts, names, and dates were given to the *Tribune* by officers of the Visiting Nurses' Association. The names are omitted for obvious reasons. A Polish family living in Archer Avenue, besides the mother and father, was composed of ten healthy, ambitious children. The oldest of the children were twin boys, 23 years of age. One of the twins led a clean, healthy life and was a fine type of physical strength and energy. He brought his pay envelope home regularly, and was frequently promoted by the firm with which he worked.

Has Dizzy Spell; Quack Does Rest

One day the son had a dizzy spell. He read an advertisement in one of the foreign newspapers. He went to see a "quack" doctor in the neighborhood where he lived. The youth had but one interview with the doctor. It lasted only a few minutes. But during that time the doctor impressed a belief on the mind of the healthy boy that he had a horrible disease which would take three years and much money to cure. The boy went home resolved to take his life. He could not bear the expense of the "treatment" and did not wish to expose his family to danger of contracting the disease. He became so obsessed with the dread of the disease that he slept in a room by himself, would not come near any of his family, ate alone, and having washed his own eating utensils, would lock them in a drawer.

Boy in Fine Health, Doctor Says

The family physician was asked by the mother to make an examination of the boy. The doctor reported he was in fine physical condition and there was nothing at all the matter with him. Not convinced, the boy went to six reputable physicians, all of whom told him the "quack" had lied to get his money. But they could not drive the obsession from the boy's mind. No word from expert authority could beat the idea out of his head which the "quack" had put in it. He refused to visit any of his relatives or go near them for fear of spreading the contagion. The "quack" had told him he was endangering his

family by having the disease, as well as himself, and this idea the boy stuck to. He broke off an engagement with his sweetheart and without explaining why refused again to see her. The family physician became alarmed at the mental condition of the boy and decided the only thing to do was to have another physician examine him and tell him he really had the disease he feared. It was arranged with another physician that the boy should be given some harmless pills after the incorrect diagnosis and was to pay $1 a week until he was "cured" —mentally cured. The boy seemed somewhat relieved after this ruse was sprung. He took the medicine regularly for several weeks. One morning he was found dead in his bed. He had taken poison. He left a note saying he could not bear to bring his family into disgrace by his own imprudence.

KENNEDY & KENNEDY

Detroit Fakers Drive Boy to Suicide—One Goes to Jail—The Other Flees

[*Chicago Tribune, Nov. 4, 1913.*]

Here is a story telegraphed from Detroit:

"Detroit, November 3.—Drs. James D. Kennedy and Charles J. Kennedy, the notorious K. and K., who made themselves wealthy by swindling men afflicted with venereal diseases, or thought themselves so afflicted, have been put completely out of business in Detroit. The final step was the revocation of license of Dr. James D. Kennedy to practice in this state. This action followed the flight of Dr. Kennedy from the state while awaiting sentence on conviction of distributing obscene literature. Dr. Charles J. Kennedy, the other member of the firm, was not quick enough. On October 6 he was sent to the Detroit House of Correction for sixty days. The prosecution of the doctors began on Dec. 12, 1912. The climax came when an old German woman called on Prosecuting Attorney Hugh Shepherd last fall and told how her son, about 20 years old, had been practically done to death by the quacks. The boy had become acquainted with them by reading their advertisements and their literature.

"He thought from symptoms they set forth that he was afflicted with a venereal disease, and called on them for a cure. They told him he had half a dozen diseases, and that unless he took treatment he would live only a few weeks. Then they said they had the only treatment that would cure him, and that he must pay $150 in advance or they would not take his case. He had no money, so he went about trying to borrow that amount. He and his mother had been in America only six months. He was working at a salary of $12 or $15 a week, supporting his mother, so his acquaintance was limited and his effort to borrow came to naught. His next move was to take an old revolver which had belonged to his father and shoot himself dead. Coroners who viewed the

body and heard the mother's story made postmortem examinations and found the boy had no disease whatever.

Prosecutor Raids Joint

"Shortly thereafter Prosecuting Attorney Shepherd raided the K. and K. joint and confiscated the museum of obscene exhibits and thousands of obscene pamphlets. City authorities prosecuted the doctors for maintaining an obscene museum, but the fact that pamphlets were distributed outside the city brought the case under jurisdiction of the county officials. The doctors were admitted to bail. The judge finally decided that fines would do no good whatever, as the men were rich enough to pay $100 assessments indefinitely, and resolved to

BLOOD DISEASES CURED

Drs. K. & K. Established 20 Years

NO NAMES USED WITHOUT WRITTEN CONSENT

BEFORE TREATMENT

AFTER TREATMENT

He was surprised at how the sores healed—"I took your NEW METHOD TREATMENT for a serious blood disease with which I had been infected for twelve years. I had consulted a score of physicians taken all kinds of blood medicine, visited Hot Springs and other mineral water resorts, but only got temporary relief. They would help me for a time, but after discontinuing the medicines the symptoms would break out again—running sores, blotches, rheumatic pains, looseness of the hair, swellings of the glands, palms of the hands scaling, itchiness of the skin, dyspeptic stomach, etc. I had given up in despair when a friend advised me to consult you, as you had cured him of a similar disease 8 years ago. I had no hope, but took his advice. In three weeks' time the sores commenced to heal up and I became encouraged. I continued the NEW METHOD TREATMENT for four months and at the end of that time every symptom had disappeared. I was cured 7 years ago and no signs of any disease since. My boy, three years old, is sound and healthy. I certainly can recommend your treatment with all my heart. You can refer any person to me privately, but you can use this testimonial as you wish. W. H. S.

We treat NERVOUS DEBILITY, VARICOSE VEINS, VITAL WEAKNESS, BLOOD, SKIN and SECRET Diseases, URINARY, BLADDER and KIDNEY Complaints of Men and Women.

READER Are you a victim? Have you lost hope? Are you intending to marry? Has your blood been diseased? Have you any weakness? Our NEW METHOD TREATMENT will cure you. What it has done for others it will do for you. Consultation Free. No matter who has treated you write for an honest opinion Free of Charge. Charges reasonable. Books Free—(Illustrated) on diseases of Men.

NO NAMES USED WITHOUT WRITTEN CONSENT. Everything confidential. Question list and cost of Home Treatment FREE.

DRS. KENNEDY & KENNEDY

Cor. Michigan Ave., and Griswold St., Detroit, Mich.

impose prison sentences. He ordered the men before him on October 6. Charles J. Kennedy responded and was sent to prison. James D. Kennedy sent a representative with a physician's certificate stating that he was too ill to appear in court that day. Next day he disappeared, presumably to Canada. A warrant was issued, but search for him has been fruitless. Yesterday policemen went to his palatial residence on Woodward Avenue with search warrants and made certain he was not hiding there."

CANCER-CURE FAKER SCARES WOMEN

Dr. S. R. Chamlee Takes Money from Persons Who Have Incurable Disease—Death Blamed on Him—Victim's Story Tells Tragedy

[*Chicago Tribune, Nov. 12, 1913.*]

Here are set forth the methods of a special brand of quack—the cancer "specialist." The man is Dr. S. R. Chamlee.[1] He operates a fake medical institution at 36 West Randolph Street. Those who have studied the ways of quacks pronounce the cancer faker, of which Chamlee is a shining example, the most cruel and conscienceless of the whole crew. Chamlee advertises he can cure cancer. He uses what he calls a "blood-purifier." Chamlee's specialty is frightening women. He advertises extensively that "every lump in a woman's breast is a cancer." He sends out a booklet written with the design of frightening healthy persons into the belief they are afflicted with this terrible incurable disease.

The book is so phrased that an ignorant person possessed of a little imagination would have no difficulty in persuading himself or herself that a wart, a bruise, or a mole was incipient cancer. So much for Chamlee as a liar. Chamlee's "cure" for cancer is a fake. The United States Department of Agriculture some time ago made an analysis of his remedy.

"The results of this analysis," stated the report on Chamlee to the postoffice authorities, "show the treatment furnished by Dr. Chamlee cannot by any possibility accomplish the results claimed for it in the cure of cancer."

Victim Beneath a Headstone

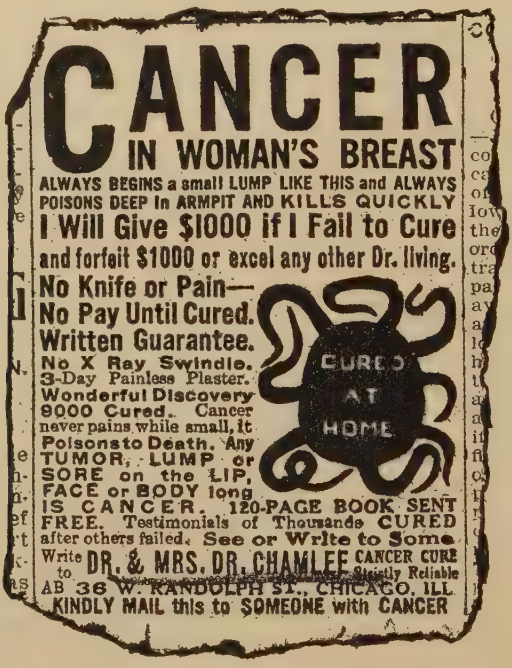
Now as to Dr. Chamlee's valuation of a human life. Dr. Chamlee had one such patient in Mrs. Sarah J. St. Clair, an old and respected resident of Valparaiso, Ind. Mrs. St. Clair lies beneath a headstone now. Chamlee is charged with having put her there. In support of that charge the following letter is offered as exhibit "A":

"VALPARAISO, Ind., November 1.—[Editor of the *Tribune*.]—I have been reading with no little interest of the great work you are doing through exposure of the fraudulent methods of medical quacks in Chicago. I wish most heartily to commend you, for I believe you are doing a great work to prevent innocent and sick from falling into the hands of men who not only rob them of their last dollar but who also destroy any possible chance they might have of recovery under skilful treatment. Another class of fakers working in Chicago and elsewhere, more cruel than the 'men specialists,' are the self-styled cancer specialists, and I wish to call attention to one in your city who deserves not only exposure, but the most vigorous and summary punishment within the power of the law to administer.

"I refer to an institution located in room 308, 36 West Randolph Street, known as Dr. Chamlee & Co. The proofs on which I base my assertion that

1. The Government's case against Chamlee is given in some detail in a pamphlet, "Cancer Cure Fakes," published by the American Medical Association.

he is not only a quack but a cruel monster dealing out death to his victims while promising a cure, stealing their money with alluring promises of recovery, and in almost every instance sending them away to die at home, rather than in his own 'rooms,' were obtained from a patient who submitted to his treatment on May 19, 1913. The particulars of that case were as follows: This lady, whose name appears in the contract issued by the U. S. Cancer Cure, came to my office May 5 complaining of a lump in her breast. On examination I told her the lump was a cancer and there was no cure for her, other than a complete excision of the breast, with all the neighboring infected glands.


CANCER
IN WOMAN'S BREAST
ALWAYS BEGINS a small LUMP LIKE THIS and ALWAYS POISONS DEEP In ARMPIT AND KILLS QUICKLY
I Will Give $1000 if I Fail to Cure
and forfeit $1000 or excel any other Dr. living.
No Knife or Pain—
No Pay Until Cured.
Written Guarantee.
No X Ray Swindle.
3-Day Painless Plaster.
Wonderful Discovery
9000 Cured. Cancer never pains while small, it
Poisons to Death. Any
TUMOR, LUMP or
SORE on the LIP,
FACE or BODY long
IS CANCER. 120-PAGE BOOK SENT FREE. Testimonials of Thousands CURED after others failed. See or Write to Some
Write to DR. & MRS. DR. CHAMLEE CANCER CURE Strictly Reliable
AB 38 W. RANDOLPH ST., CHICAGO, ILL.
KINDLY MAIL this to SOMEONE with CANCER
CURED AT HOME

A typical Chamlee's advertisement.—[*From Nostrums and Quackery, 1912.*]

Warned Against Exploited "Cures"

"At that time I warned her against any possible delay that would come from the use of the various exploited cancer 'cures' of which we read in the various papers. This patient was evidently greatly depressed from what I told her, and that night read in a Chicago newspaper the advertisement of a Dr. Chamlee offering a guarantee of cure. She went to Chicago and after some negotiations, during which time the price was reduced from $1,000 to $100, agreed to take the treatment. This patient entered the institution on May 19 and was discharged on June 2, believing herself cured. When she returned to Valparaiso I was again called to see her, and what I then saw made my blood run cold, to think that in a city like Chicago such hideous surgery could be allowed to go unpunished. The entire right breast had been sloughed away by the use of arsenic compounds and a deep incision had been made in the axilla, evidently with some such instrument as a pair of shears.

"Both wounds were packed full of cloths smeared with some dirty greenish ointment. Evidently no attempt had been made to observe the simplest rule of asepsis, and the patient was at the time suffering from a general septicemia. She died on June 13 of septicemia, not a victim of cancer but a victim of the Chamlee Cancer Institute not less surely than if she had been struck down in cold blood for a price.

"With this letter I am sending you the original contract entered into by this patient and the 'U. S. Cancer Cure,' which you see is illusive and unfair. I inclose also another letter received by friends of the patient after her death, showing that another victim of the Chamlee Institute went in the same way. I am also sending you a label from a large bottle of Dr. Chamlee's cancer

Photographic reproductions (reduced) of the letter-heads of Chamlee's stationery as used in St. Louis before he was driven out of that city and as now used in Chicago.—[*From Nostrums and Quackery, 1912.*]

blood-purifier, which bottle was brought from the institute by the patient, the details of whose death I have related to you. This medicine kills cancer 'germs' and prevents recurrences in other parts of the body if taken three months as directed. Incidentally it costs $5 a bottle.

"I inclose a series of letters addressed to a lady who was at that time a member of my family whom I asked to write to Dr. Chamlee, leading him to suppose she had a cancer. You will observe that in these letters the final appeal is made to buy medicine after all hope has been abandoned of getting her to go to the institute for treatment. Another amusing statement made in the Chamlee literature to which I wish to call your attention is his request for the patient to bring plenty of cloths for poulticing purposes. The evident deception and fraud in all of Chamlee's advertising which he is sending to every one

through the mails should bring this arch fiend into unpleasant relations with the government. I wish also to call your attention to the fact that Dr. Chamlee himself is not a resident of Chicago, but the business is run under his name and the documents are signed 'Dr. S. R. Chamlee.' Is not that a fraud in itself?

"G. H. STONER, M.D."

Here Is the "Contract"

The contract, which the *Tribune* offers as exhibit "B," reads as follows:

OUR GUARANTEE

Chicago, Ill., May 19, 1913.

Mrs. Sarah J. St. Clair of Valparaiso, Ind., to U. S. Cancer Cure, Dr.:

For treatment of cancer, tumor, or sore on breast.....$100
Credit by cash..... 50

Balance due .....$ 50

To be paid within two weeks, or when the killed part of cancer comes out.

We agree to remove by our treatment all external cancerous growths that we find on first examination.

PERMANENT CURE GUARANTEED

if no other deep or lymphatic glands are poisoned; . . . if, however, other deep or lymphatic glands are already poisoned and another cancer or growth ever should come, nothing refunded, but we agree to treat the same free of charge to the best of our ability and when advisable, provided, however, that the patient returns to us on first appearance of cancer while it is small.

After this bill and all other charges for room, board and nursing are paid we agree to furnish our cancer blood-purifier for three months free.

It is understood and agreed the doctor may change the method and treatment at any time and use blisters, injections, curette, scissors, or anything necessary. The use of all or anything shall be left entirely to the discretion of the doctor, regardless of any promise or understanding.

Accepted and agreed to by the undersigned:

[Signed.] U. S. CANCER CURE.
SARAH J. ST. CLAIR.

On the back of this contract was indorsed:

"June 2, 1913.—Received of Mrs. St. Clair $50, balance in full.

"[Signed] DR. R. S. CHAMLEE.

One of His Little Tricks

Dr. Chamlee is aware that other quacks in Chicago maintain runners at the various railroad stations for the purpose of enticing gullible persons to their offices. He evidently had lost patients to rivals through these runners. To be sure that the patients whom he hooked through his advertisements would come straight to his office he hit on the following ingenious expedient: To every patient who had announced an intention of coming to see him he sent a card printed in red ink. The upper part of this card is separated from the remainder by perforations. On this on both sides is printed:

For the Cab Driver
36 West Randolph Street
Keep This in Your Hand
38 West Randolph Street, Room 308
Walk up two short stairs or take elevator.
Walk right in like you were at home. Ask nobody anything and tell nobody anything.
Do not come to our office until 10 a. m.
We treat home cases until that time.

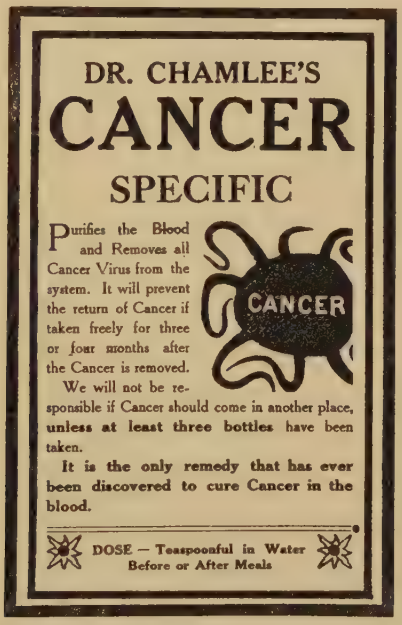
For the Cab Driver
36 West Randolph Street
FREE CAB TICKET
To 36 West Randolph Street
You pay the Cab Agent in the depot 50 Cents
We Pay You Back.
Outside cabs cost more. Marshall Field's big bus outside costs 5 cents. Bus or cab is the safest way
Label Your Suit Case.
Office Hours 10 a. m. to 4 p. m. ONLY

CANCER-CURE FAKE AT FOREST PARK

"Dr." Chamlee's "Hospital," Spurned by Chicago, Finds Location in Suburb—Figures in Tragedies—Where Two Women Victims Received "Treatment" Which Resulted in Death

[*Chicago Tribune, Nov. 13, 1913.*]

Residents of Forest Park may be interested to know that in "Dr." S. R. Chamlee's "cancer hospital" they possess an institution which the health authorities in Chicago long ago refused to tolerate. This is the place to which Chamlee's lying advertisements and cunningly worded "come-on" letters lured Mrs. Sarah J. St. Clair of Valparaiso, Ind., to receive the "treatment" that brought


DR. CHAMLEE'S
CANCER
SPECIFIC

Purifies the Blood and Removes all Cancer Virus from the system. It will prevent the return of Cancer if taken freely for three or four months after the Cancer is removed.

CANCER

We will not be responsible if Cancer should come in another place, **unless at least three bottles** have been taken.

It is the only remedy that has ever been discovered to cure Cancer in the blood.

DOSE — Teaspoonful in Water Before or After Meals

Photographic reproduction of the label that appeared on Chamlee's "Cancer Specific." This nostrum consisted of over 99 per cent. of water and alcohol with small quantities of iron, strychnin and saccharin.—[*From Nostrums and Quackery, 1912.*]

about her death. It is the place, too, at which Mrs. Anna Roth of Urbana, Ill., paid the penalty of believing Chamlee's false claims. Other patients have suffered there. There is every reason to believe that more will suffer in the same manner unless Forest Park takes the same action Chicago did and makes Chamlee's hospital move on.

Chamlee first came to Chicago a number of years ago after the people of St. Louis had had enough of him and his quackeries and invited him to vamoose. He tried to get a license to practice medicine in Illinois, but the State Board of Health declined to issue it. Then he hired Dr. W. D. Hurford, and he, after

numerous unpleasant experiences with the authorities, still manages to maintain a foothold in Chicago in the offices at 36 West Randolph Street. Soon after the Randolph Street offices were opened the first "hospital" was established. The local health authorities heard what he was doing and one night, just about two patrol wagon lengths ahead of a police patrol wagon, he scurried off for Forest Park. He has been there ever since. Many patients have been treated there for cancer by him, and a good many of them have died.

Patients Near Death Sent Home

To prevent unpleasant consequences Chamlee took the precaution when he saw his victims were in the last stages of the disease to pack them up and send them home. Practically all of those who come to see him are out-of-town people. In this way he usually has been able to avoid the unpleasant consequences of an inquest. It was in this way he managed the case of Mrs. Roth. She lived at 603 West Illinois Street, Urbana, Ill. She took Dr. Chamlee's cancer "treatment" and the "treatment" took her life. In investigating this case the *Tribune* got into communication with Dr. C. D. Gulick, Mrs. Roth's family physician. To the *Tribune's* correspondent he said:

"Mrs. Roth had been sent home by Chamlee when my attention was called to her case. She was suffering from chills, she said. She said she was suffering from bilious attacks, and I treated her for that. Members of the family showed me two deep wounds, one in the breast and the other under the pectoral muscles, but they insisted I treat the chills and let them treat the wounds with a salve they got from the institution she had left a few days before. On the second day I found Mrs. Roth's temperature increased and her condition worse in every way. On the third day I saw symptoms of pyemia. Then I demanded that the use of the salve be stopped. The family complied, but the poison had inoculated her system and death followed a few days later.

"I examined the wound in her breast, and the bottom of the cavity, which had been called a portion of the cancerous growth, appeared to me to be merely a division of the mammary gland. I doubt much whether she suffered from carcinoma. The salve used looked to me like beeswax. Whether it had medicinal qualities I do not know, but I do know that, after the wound had become infected, probably from an unclean instrument, this salve clogged the openings and prevented the outward escape of the poisonous secretions."

Husband Tells of Case

As to the circumstances that led to Mrs. Roth's falling a victim to the quack, her husband, Judge Thomas J. Roth, said:

"On April 27 last I took my wife to Dr. Chamlee's Randolph Street office in Chicago. Two assistants or partners told us that it was unfortunate treatment had been so long delayed and that Mrs. Roth was in a serious condition. They added they thought it possible to prolong her life by the Chamlee method. Both declared it would be suicidal to permit conditions to remain as they were. They diagnosed her case as cancer of the breast and armpit. Before administering the first treatment the doctors demanded $500. I told them the price was exorbitant and offered $300. We compromised on $325. I paid $200 in advance and the remainder a short time later. Chamlee came to Chicago while my wife was at the hospital and treated her there. On the day we left for home she asked him if there was any danger of blood-poisoning. I remember his exact words. 'Not the slightest,' he said. 'You might throw dirt in those wounds and they would not become infected.' Two patients were at the office the day my wife took the treatment. One was the woman from Valparaiso who suffered from cancer of the breast. After receiving the treatment she was turned

out alone to find relatives. She died, I hear, ten days later. The other patient had cancer of the tongue. The day before we started for home Mrs. Roth seemed reasonably well. She ate dinner and her condition seemed encouraging. When we left she apparently was feeling well, but on the way to the station I noticed that her face had turned an ashen gray. At the station she became violently ill, and that was the beginning of the end. She died ten days later."

DR. ELLSWORTH C. MARTIN

Adept Note-Getter, Escapes Crete, Ill., Lockup—Farmers' Wives Victims—Complainants Say He Went Through Thirty-One Counties, Swindling Many Persons

[*Chicago Tribune, Nov. 17, 1913.*]

This is the sign on the glass door of Room 504, Northern Office Building, 186 North La Salle Street:

DR. ELLSWORTH C. MARTIN
SPECIALIST

OFFICE HOURS
9 a. m. to 12; 1 p. m. to 4

Callers at the office on Saturday found no one there. A glance over the transom showed a bare room with one chair and a desk in it. Explanation of Dr. Martin's absence probably was contained in a Joliet newspaper, which was crammed in the mail chute in the door. The fact is that a posse in Will County, Illinois, has some urgent business with Dr. Martin. Farmers and farmers' wives in thirty-three counties in Illinois are anxious to see Dr. Martin. The Will County jailer at Crete, Ill., also desires an interview with the doctor about the little matter of his breaking jail there.

Gustave Fisher, a farmer near Ellwood, Ill., called at the *Tribune* office during the day to inquire about Dr. Martin. Mr. Fisher brought a pasteboard box which he had received through the mail from Dr. Martin, representing that it came from the great "Garfield Park Specialists." It contained one large plain bottle of a pink-colored liquid, one small bottle of liquid of the same color, and two small boxes of pills, white and yellow.

"I paid him $100 for this stuff," said Fisher, "and gave him my note for $50. Now he is trying to force me to pay the note, even after I know the medicine is useless and that he is charged with being a swindler. Why, when the posse caught him and put him in jail in Crete he had about $800 in notes and checks on him and the sheriff returned all of them to the farmers he had taken them from. He made me believe my wife was a sick woman and he could cure her for $150. When we got the medicine, which was supposed to be for some inter-

nal disorder, we found that our neighbor had paid $50 for the same stuff to cure catarrh. I want to know whether I can be forced to pay that note. I understand he has sold it to some bank or somebody up here who is trying to force payment."

Mr. Fisher was advised to see a lawyer.

The Ellwood man said Dr. Martin had driven through the country promising to cure right and left and taking large fees, part cash and part paper. Dr. Martin and his two assistants contracted for the cure of Mrs. James Maxwell, wife of a farmer at Beecher, Ill., who says she handed over $40. Later she grew suspicious and told her son. A posse was formed which "landed" Dr. Martin two days later, just as he was boarding a train at Crete for Chicago. He was placed in the county jail, from which he escaped the next day. The authorities at Crete made up a list of many of Dr. Martin's patients who handed him money. Investigation revealed that within the last year he operated in thirty-three counties of Illinois, as shown by his medical registrations. The Chicago office, it is alleged, was maintained as a shipping place for the alleged medicine and a place where mail was received.

QUACKS ROUTED; PREPARE TO QUIT BUSINESS

Flood of Dupes Stopped—Results of "Tribune" Campaign

[*Chicago Tribune, Nov. 20, 1913.*]

There was unusual activity among several of the quacks in Chicago yesterday. It was displayed in the packing of tools and furniture, preparatory to closing their offices. In a business way, the activity might be designated as less than zero. A reporter was surprised at the qualms of conscience which "fakery" proprietors are suffering. Some of the less unscrupulous charlatans admitted they really had begun to believe persons had been swindled by quacks, and to avoid any reflections on themselves they had decided to quit the business. The disturbances among the quacks as discovered by a reporter yesterday are summarized as follows:

Dr. Howe & Co., 120 North Dearborn Street—Advertised furniture for sale in the *Tribune*. Packing drugs and tools and a caretaker said action was in preparation for closing the office.

The Atomo-Radio Company, 81 West Randolph Street—A man in white coat with red cross on the collar said he had purchased the paraphernalia of the office from Victor Williams. Gave the name of L. T. Burgess and said he was a graduate of Jenner Medical College, a night school. Wore the conventional physician's beard. Said he purchased plant from Williams following the *Tribune's* exposé of quacks.

Dr. Wells & Co., 424 South State Street—Sold by the Williamses to a man who did not give his name. Name of Dr. Wells & Co. will be removed because of unavoidable notoriety.

Dr. Lewis E. Zins, also known as Zinsheimer, 183 North Clark Street—Stenographer in office said Dr. Zins would return at 4:30 o'clock. No patients. Large electric sign removed.

Dr. William E. Code and Dr. W. A. Code, 145 North Clark Street—Not in; time of return unknown to office girl; name "Professor Ehrlich" erased from office windows.

Dr. Isaac Walter Hodgens, Crilly building, 35 South Dearborn Street—Dr. Hodgens not in office; time of return not known to negro attendant. No patients.

Old Dr. Sweany Company, 63 West Randolph Street—Two men busy wheeling boxes out to a dray. Attendant in office trying to dispose of two settees and a letter file.

Dr. Edward N. Flint, 322 South State Street—Indignant and complained his interviews had been distorted.

"Old Doc" Hodgens Folds His Tent; Is Going Away

"Old Doc" Hodgens, of many years quack fame has folded his tent and packed his goods and is going away. He told his neighbors yesterday that he was going to California "for his health." "Old Doc" Isaac Walton Hodgens has just sold his pretty home on Greenleaf avenue in Wilmette for $11,000. Furniture vans stood about the place all the afternoon yesterday loading up with the Hodgens effects. Up to recently Hodgens had a quack parlor at 35 South Dearborn street and time was when he did a thriving business.

From the *Chicago Tribune* December 13, 1918.

DUPE CAUSES ARREST OF DR. WILKINS

Operates at 524 South State Street—Masked by a Drug Store—Faker Makes Victims of Persons Who Enter the Shop for Purchases

[*Chicago Tribune, Nov. 22 and 23, 1913.*]

Another Chicago quack landed behind the bars yesterday. He is Dr. Horace P. Wilkins, who "makes weak men strong." Detective Harry Walker ushered

Dr. Wilkins out of the latter's cozy office at 524 South State Street, near Harrison, and into a cell at the detective bureau. Wilkins was arrested on a warrant charging him with operating a confidence game. Frank J. Weidner, who is 22 years old and lives at 666 South State Street, was the complainant. Municipal Judge Stewart issued the warrant. Weidner says that last Saturday he went into the drug store in front of the doctor's offices to buy a pulley exerciser advertised by a man in the window. He asserts he was directed to go back into the doctor's office to be shown how to use the exerciser.

"The doctor made me forget all about the exerciser," said Weidner. "He took me into a little room and locked all the doors. Then he asked me if I felt sleepy when I woke up in the morning. I told him I was feeling fine, but I wanted to use the exerciser so I could put big muscles on my arms like the man who was demonstrating it in the window. He made me undress and lie down on a cushioned table. Then he went out of the room and left me there half an hour. When he came back he shook his head gravely and said I was a sick boy. He said I had some horrible disease like 'hockitus,' or something like that, and I would have to take treatment from him. He had me scared. I handed over $10 and he sat me in a chair and turned on some electricity. Then he took me out into the drug store and made me pay my remaining $2 for two bottles of medicine and two boxes of pills.

"He Had Me Scared"

"I found myself out on the sidewalk without the exerciser I went in for and with only that bunch of dope. Then I came to myself. I don't know what he did to me, but he had me scared while he had me in the office. I knew I wasn't sick, because I never have been sick in my life, except when I had the measles. I went right back and handed back the bottles and the medicine and demanded they return my $12. It was all I had. My mother just died in Pittsburgh and I came to Chicago to go to work. When I asked for my money Dr. Wilkins laughed at me and said he had to keep the $10 as his fee and the $2 was for the drugs and he couldn't take them back. There was nothing else I could do, so I left the drugs there and went out. At the hotel a fellow told me to come up and see the *Tribune*. They told me where to go to swear out a warrant."

Acting on Weidner's tip, a reporter for the *Tribune* went to the drug store at 524 South State street, which goes under the name of "The New Pharmacy." After purchasing one of the exercisers, the reporter asked if it was not necessary to wear gymnasium trunks when one took the exercises. The demonstrator called "Doctor," and pointed for the reporter to follow the "doctor." Here is the reporter's story.

"Dr. Wilkins led me into a small room at the rear of the store and carefully closed the three doors to it.

"'Do you feel drowsy in the daytime?' he asked after he had pushed me into a seat beside his desk.

"No," I replied.

"'Do you feel sleepy when you wake up in the morning?'

"Yes, I do, sometimes," I answered.

Looks Into Mouth First

"Then he stood me up in the center of the floor and told me to open my mouth. He held my tongue down with a small piece of wood and looked first above and then under it.

"'Just as I thought,' he said, 'your glands are enlarged over the tongue and under the jaw. You are not feeling right, are you?'

"'I feel fine, doctor,' I said. 'Just want to get those gymnasium trunks to exercise in. I am perfectly all right.'

"'What do you know about that,' he remarked. 'I am the chief expert here, didn't I tell you? You ought to consider yourself lucky that you came in here to get your gymnasium trunks. It means a lot to you. You don't want to be a weakling, do you?'

"I told him I didn't think I was. At the same time I divested my clothes as he suggested and took the position he directed on the operating table.

"'Remain there while I make an examination of this,' he said, departing into the adjoining room with the graduated glass.

"During the doctor's absence I had time to examine his medical library, which I found contained such rare medical authorities as 'United States Agricultural Reports,' 'Samantha in Europe,' and 'A Child's Science.' When the doctor returned in ten minutes he wore a worried look.

"'You are in a bad way,' he said. 'There's no phosphate in your blood. There's not enough salt. Your manhood is slowly ebbing away. In six months you'll be a wreck. Now I want to start you on some treatments immediately. I——.'

"'But I am all right, doctor, I just want a pair of gymnasium trunks,' I interpolated.

"'Lie down,' said Dr. Wilkins, pressing me firmly back on the table. 'Do you want to be a physical wreck? Will you listen to me, if I tell you that I am going to build you up to a powerful man—perfect giant in your physical and intellectual powers? You don't want to be a weakling, do you?'

Wilkins Eager to Begin

"The doctor sat down at his desk. I slid off the table and he began writing.

"'First we will give you a tonic to put the phosphate in your blood,' he said. 'Then we will give you pills to increase the physical power immediately. Then we will give you a liquid for application. Then you must come here to me twice a week for treatment.'

"Here the doctor asked me my name, address and occupation, which I supplied from imagination.

"'This treatment will cost you $25,' he said, 'and the medicine will cost you $2. I want to begin treatments with you right away, as you are in a bad way. How much money have you got with you?'

"'I'll be back to-night with it, doctor,' I said. He felt so bad about it I wanted to make him take it easier.

"One hour later I returned with Detective Walker and young Weidner. The latter identified the doctor and Walker read him the warrant as he sat at his desk in the little office with a skull grinning down on him from a shelf."

Says He Works for Dr. C. C. Miller

"'Do you own the drug store, or does the drug store own you?' I asked him.

"'I don't own anything,' he said. 'I simply work on a salary for Dr. C. C. Miller. He owns a drug store on State Street and the one at Clark and Madison, and several others. I hope he gets me out on bail. I am a registered physician from McGill School.'"

In the windows of the drug store at Clark and Madison streets last night the following patent nostrums were on display: "Passionettes, six boxes for $5." Under a sign reading, "BE YOUNG AGAIN," "The Great Youth Restorer," "For Nervous Debility and Weakness." "Knoxit, sure cure, one to five days, 59 cents marked down from $1." "Make-Man Tablets—were 50 cents, now 35 cents." "S. S. S., cheap." "Aphro, Tonic Rejuvenator." "St. John's Injection." "Lydia Pinkham's Celery Compound." "Zip." "Sanitary Female Syringes."

WILKINS, AFTER NIGHT IN CELL, SAYS HE WAS ONLY EMPLOYEE OF DR. C. C. MILLER

Had Den in Drug Store—Says Others Got Profits and Told How to Extract Money from Dupes

Dr. Horace P. Wilkins—he "makes weak men strong"—the quack whose den is in the rear of the New Pharmacy at 524 South State Street, was arraigned before Municipal Judge John Mahoney yesterday on a charge of operating a confidence game. Through Dr. C. C. Miller, who has an office above his drug store on the southwest corner of Clark and Madison streets, and Attorney Charles Horgan, Dr. Wilkins was released on a $1,500 bond, signed by George Carroso, a saloonkeeper, who lives at 1841 Jackson Boulevard. One of Dr. Wilkins' contributions to medical science is his famous diagnostic query to prospective patients, "Do you feel sleepy when you wake up in the morning?" An affirmative reply indicates the presence of some horrible condition in the "patient's" system and usually results in the subsequent transfer of the latter's funds to the doctor.

"Do you feel sleepy when you wake up in the morning?" was one of the questions which Dr. Wilkins asked a *Tribune* reporter on Friday just before he pronounced his caller in a condition fast approaching impotency and imbecility. One hour later the doctor was arrested on the warrant sworn out before Municipal Judge Stewart by Frank J. Weidner, a young man who alleges he was swindled out of $10 in Wilkin's office. Dr. Wilkins spent the night in a cell in the basement of the detective bureau. As he stepped out from the motley array of drunks, vagrants and thieves in the bull-pen in the court-room he was interviewed by the reporter who had talked with him before.

"Doctor, did you feel sleepy when you woke up this morning?" was asked.

The doctor manifested a mental condition that argued ill for supposed friends he had depended upon throughout the night to effect his release on bond. Dr. Wilkins professed his innocence of any wrongdoing. He said he owned no interest in the drug store in the rear of which he works, and maintained that he is a paid employee of Dr. C. C. Miller, who, he says, owns the drug store and several others.

"I have got it in black and white and can show it," said Wilkins to Detective Harry Walker, who made the arrest. "I was working under Dr. Miller and under his instructions as to what to do with the people we got in there. I am simply paid my salary. He gets all of the money taken in."

Dr. Miller, who lives at 2618 Lake View Avenue, hovered on the outside of the courtroom while arrangements were making for the bond. When asked about his interest in the case, he deplored that the present "hullabaloo" about quacks made it inexpedient for him to make a statement.

"Better to Lie Low for a While"

"You mean you think it is better to lie low for a while?" asked the reporter.

"The less said about the matter the better," replied the doctor. "Publicity is the worst thing for the business at present."

"Dr. Wilkins says that you pay him a salary, and that you own the New Pharmacy and the drug store at Clark and Madison and another one?"

"I am interested in the drug store," replied Dr. Miller, "but I don't wish to talk about that now."

Dr. Miller was asked about the alluring advertisement and display of almost a dozen different brands of patent nostrums, venereal disease "cures," and "youth rejuvenators" in the windows of both drug stores.

"That is just how we do almost as much good for the people as a powerful newspaper," said Dr. Miller. "We know those medicines are frauds. We tell people who want to buy them that they are no good. If a man comes in and asks for this or that venereal disease cure, the clerk advises him to see a doctor. He sends the man up to me. My offices are on the third floor, above the drug store. Don't you think in that way we do a lot of good?"

"Doc, I think you are the biggest gang of robbers unhung," the reporter replied.

ITINERANT QUACKS

"Tribune" Inquiry Shows Chicago Center for Traveling Medical Fakers—Visit Victims Monthly

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[*Chicago Tribune, Nov. 27, 1913.*]

During more than a week *Tribune* reporters have been making a first-hand study of the methods employed by a group of "celebrated Chicago specialists" who, presumably from purely philanthropic motives, have deserted the field in their home city to minister to the sick and infirm of smaller communities. In the group are:

Dr. Fruth, who advertises as "Dr. J. N. Shallenberger," 2967 Michigan avenue.

Dr. C. A. Walton, 230 East Sixty-third street.

Dr. R. S. Piper, 177 North State street.

Dr. C. B. Carson, 766 Oakwood boulevard.

Dr. J. Blair Guthrie, who says he lives in Evanston.

Dr. E. O. Gable, 6132 Langley avenue.

The reporter when he left Chicago was, he thought, in perfect health. He had been confirmed in that opinion by a competent Chicago physician. What was the astonishment of the reporter after visiting "the famous Chicago specialists" to discover that instead of being a well man he was, in fact, a mere two-legged vehicle for disease germs. For instance:

At Princeton, Ill., Dr. Fruth presented the reporter with a fully developed case of "stomachitis."

At Morris, Ill., Dr. Gable discovered he had anemia.

At Galesburg, Ill., Dr. Walton pronounced him a victim of "suppressed gonorrhea," and Dr. Carson immediately afterward diagnosed him as a victim of hallucinations.

At Dixon, Ill., Dr. Piper assured him he had "sexual neurasthenia."

Specialists in "Getting the Money"

All of this might have worried the reporter had he not found evidence to convince himself the "great Chicago specialists" are merely traveling quacks. They are specialists, it is true, but their "specialty" is getting the money. Their methods are in no way different from those of the Chicago quacks the *Tribune* already has exposed. They advertise, they "throw the scare" into the patient, they guarantee a "cure" to be paid for on the installment plan. These peripatetic medicine men, it was discovered, have many traits in common. One is that they all wear whiskers. It doesn't make much difference as to the cut so long as they are luxuriant and lend an air of learning to the visage.

Another habit common to these traveling doctors is the habit of "making" each of a string of towns once in twenty-eight days. They leave Chicago the first of the month, circle around through a route they have long followed and gather in the shekels of the credulous on the way. Their advent to each town always is heralded by advertisements in the local newspapers. The practice of illustrating the ads with photographs is another trait peculiar to the peripatetic medicine man. It doesn't make any difference if the picture is not that of the "specialist," who is advertising. Once in a while they use another man's name. Thus Dr. Fruth was found operating under the name of J. N. Shallenberger.

DR. FRUTH AT PRINCETON

Princeton, Ill., Nov. 15.—Dr. J. N. Shallenberger does not in the least look like his photograph. His whiskers were missing. He seems to have grown about twenty-five years younger since he put his latest ads. in Illinois country papers. He was advertised to appear at the American House in Princeton to-day. His ad. announced that he was prepared to cure any and all diseases where all other doctors had failed. He visits this town every twenty-eight days. He makes 190 other towns every month, he says. His Chicago address is 2967 Michigan avenue, he told me. I found, after I talked to him a while, that he wasn't Dr. Shallenberger at all, but a Dr. Fruth. I went into the hotel shortly before noon. The clerk directed me to Dr. Shallenberger's room.

"Is this Dr. Shallenberger?" I asked.

"Yes," he replied, "come right in and make yourself at home."

He took up a pad and pencil and asked my name. I told him it was "English Johnson," and that I lived on rural route No. 6.

"Oh, I see," he said. "You are looking emaciated, my young friend. There seems to be some great drain on your body. You are looking bad. Those dark spots under your eyes are awful bad signs and you need immediate attention."

"Doctor that is what I came in to see you about. I am afraid I have caught something and I am scared to death."

"Ah, I see, you have had a very bad venereal disease and it has drained your system until you caught something else in your extremely weakened condition. You understand your body had to fight two diseases at the same time. Now what is the main trouble?"

"Why, doctor, I don't know what is wrong with me. For all I know I may be all right, but one of my gums is sore. I don't know whether I hurt it or not when I bit down on a plum the other day.

"Let me examine your mouth," he said. "Is any other part of your mouth, except that one spot, sore?"

"I don't think so, doctor," I said, "but you can examine my mouth and find out for yourself. I don't know much about diseases, but I didn't want anybody to know about my troubles.

"Don't you worry," he said. "I never reveal who my patients are. Why, do you know that right here in this town I treat some of the swell married women and their husbands don't know what's wrong with them."

"Do tell, and I have been living here all my life," I said, "and I did not dream of any such thing. Don't that beat all?"

Then the doctor took out a dentist's mouth mirror. He examined my gums with the mirror.

Doctor Discovers Stomatitis

"Ah," he said suddenly.

"Wha—y'see?" I gurgled with my mouth wide open.

"I'm afraid to say without making a more thorough examination," he said slowly.

Then he fitted a circular mirror, with a hole in the middle, to his forehead and made a "closer" examination. He took a small blunt nickel-plated instrument and began to punch it around against my gums.

"Oh," he said, "I see. Just what I thought. There is a small sore on each side of your mouth and there is one right in the center of the roof of your mouth. They are concave and that is a bad sign. You have a bad case of stomatitis—and that does not mean it is caused by your stomach."

"It doesn't?" I asked. "Then what does cause it?"

"It is a very uncommon ailment. It is in your blood and is draining your entire system. Now you see stomatitis is very peculiar. It is the result of your past life. It will take six months to even get it started out of your system."

"Well, doctor, you can depend on me doing what you tell me to. When will you come back to Princeton?"

"I come back every twenty-eight days," he said. "See that card index over there? That is full of cards with the names of my regular patients. I am doing them a world of good and they appreciate it."

"Now, doctor, about the money end of the thing," I said. "I get a monthly allowance and it usually is gone after the first week. Right now I have about $3 and I have a date to go to the foot-ball game this afternoon. My allowance is deposited in the bank to my credit on the 3d of each month and I won't be able to give you the $50 until Feb. 3."

"Oh, well, my good friend, if your allowance is deposited in the bank it is all right with me," observed the doctor. "I will trust you because you are well known in this town and I believe you. I know that $50 is not much to you when it is a question of health, and I am afraid if you should try to get the money now your folks would investigate. I think it best that we go about this thing in a careful way, because it is no use to have some of your relatives butting in."

"That is right, doctor, and if you can get me fixed up before June I will give you double your fee."

Doctor Gives Caller Medicine

The doctor turned to a rack and pulled out a small box which bore the mark "LAX." He emptied a handful of brown pills into a pink envelope. He took out another small box labeled "DIGES." This box contained red pills. He emptied them into a blue envelope. Then he took out another box and poured

a handful of pills into a white envelope. He gave me seven envelopes with six different colored pills. Then he gave me a small bottle with the directions to dissolve the green pills and put the solution into the bottle so that I could carry it around with me.

Each envelope bore different directions. They were as follows: One before breakfast. One after breakfast. One before dinner. One after dinner. One before supper. Two after supper. One at bedtime.

"Doctor, there is no danger of me getting these directions mixed up and getting poisoned, is there?" I asked.

"No, indeed," he said. "In fact, it doesn't make a h—— of a lot of difference if you do get them mixed up occasionally. After you have taken a few of them no one will ever know you have had stomatitis."

"Well, doctor, if I can arrange it I will come to your office in Chicago," I said.

"If you can do that it will be easy," he declared. "You say you will come into some money in a few months?"

"Yes."

"Well, if I were in your place I would be very careful how I invested it," he advised. "Now, the best thing to do with your money is to go to some one who knows how to invest money. People in Chicago are mighty wise and they will fleece you. Why, I have been taken in myself. Yes, sir.

"Yes, I know that Chicago has some mighty smooth people," I said. He asked me to go and see him again.

DR. GABLE SEEN AT MORRIS

Morris, Ill., Nov. 17.—I inquired at the desk of the Commercial hotel for Dr. Gable. After a short delay the "doc" saw me.

"Now, what appears to be the trouble?" he asked.

"Well, doctor, I don't know, but I think I am nervous," I replied.

"Do you have pains in the back and does your heart flutter?" he asked.

"Well, not that I have noticed," I replied, "but sometimes I get nervous and irritated at little things."

"Oh, I see you have a nervous heart," he said. "Now let me examine your heart."

He took a stethoscope and placed it against my side and listened to the beatings of my heart. Then he felt my pulse.

"Your heart is beating way too fast for a normal man," he said. "Now, as far as I can see you have no disease of the heart valves, but if you let this thing go on you will finally develop organic heart disease. That is the kind of a disease that will snap you off at any minute. Now I have a nervous heart myself and I have to keep after it all the time for fear of developing organic heart disease."

Then he inquired my name and business and how much money I could pay. I told him that I was part owner in a motion-picture show at Seneca, Ill., and that I lived in Morris. I told him I had no money at the present time, but would be able to get some before the first of the week.

"Well, I will make a special rate for you," he said. "I will give you my treatment for $10 a month. I can cure you in three or four months' treatment if you will follow my instructions."

"I can do that," I replied.

"Well, I can cure you for that amount and you will be safe from any attacks of organic heart trouble."

"Doctor, what is the matter with me!" I asked.

"You have anemia," he replied.

"Is that a bad disease?" I asked.

"It is not necessarily fatal in the form in which you have it, but it will develop into achroiocythemia, and from that your whole system will become sluggish and fevers will follow. With my treatment this can be prevented. Now if you have any money with you I will fix up your monthly treatment."

"Well, doctor, I did not bring but $3 or $4 with me, but if you will trust me until next month I will pay you for two months' treatment when you come to Morris again," I said.

"Well, I can't very well treat you free, you know," he said.

"I don't want you to. I will pay you the next time you come. I can get references right here at this hotel if you will come downstairs with me, and besides your ad. said you would give treatment free on this trip."

"Yes, yes, I know, but you see it will cost money," he replied. "My treatment will cure you. It will prevent all other diseases, because the blood circulation is the key to health, and it is through this treatment that I owe my wonderful success."

"Is your treatment called neuropathic?" I asked.

"Yes, that's the system of treatment I give," he said.

"Do you give medicine, then?" I asked.

"Oh, yes. I fill out the medicine you need for the whole month. I have it all right here in that grip on the bed."

I looked at the grip, half full of bottles, containing various colored liquids, and said:

"Is that all you do? Just give medicine? I thought you had some kind of a system different from any other doctors. They all can give medicine and they can all have the same kind of medicine, as far as that goes."

"Yes, yes, I know," he said, "but you see I have a different kind of system and treatment. Mine is different and successful. Theirs is the old method. Mine gives relief and prevents other disease."

COUNTRY TOWNS PREY OF QUACKS

Fakers Swoop Down from Chicago Announcing Advent by Glaring Newspaper "Ads"—Men and Women Dupes

[*Chicago Tribune, Nov. 28, 1913.*]

Practically every town in the United States is preyed on by some particular little flock of traveling quacks. They swoop in from time to time, announcing their advent by flaring advertisements and seeking whom they may devour. Their announcements usually state that they are "celebrated" in some distant city. They have found by experience this method "gets the victims"—both men and women—who apparently are as numerous relatively there as in the big

cities. The Illinois cities around Chicago that seem to be the particular prey of the peripatetic medical fakers are:

Galesburg,	Dixon,	Geneseo,	Rockford,
Joliet,	Macomb,	La Salle,	Peoria,
Princeton,	Bloomington,	Henry,	Aurora.

Among the other migratory "specialists" who visit these towns are Dr. C. A. Walton of 230 East Sixty-Third Street; Dr. R. S. Piper, 177 North State Street, and Dr. C. B. Carson, 766 Oakwood Boulevard. Reporters were sent to visit them in the rôle of patients. The reporters leaving Chicago had passed a rigid medical examination. Accounts of some of the interviews follow:

DR. WALTON SEEN AT GALESBURG

Galesburg, Ill., November 18.—I went to room No. 12, on the second floor of the Illinois Hotel, at Galesburg, Ill., shortly after 1 o'clock. I knocked on the door on which was hung a sign with the name "Dr. Walton." Dr. Walton opened the door and informed me with a smile that he was busy with a patient. I waited one hour. Finally the door opened and a tall woman came out. The doctor beckoned to me. I went into the room. He locked the door.

"Well, how are you, young fellow?" asked the doctor.

"Oh, pretty fine," I responded.

"Is your health bothering you?" he asked.

"Oh, just a little," I answered.

"Where is the trouble located?" he asked.

"My back seems to trouble me after I work a long time," I said.

"Oh, it's your back, is it? Have you had any venereal disease?"

"Well, I believe so," I answered. "That is, a doctor told me that I had a whole lot of things."

"Did he try to treat you?" he asked.

"Yes," I said, "I took some treatments and then quit. I did not like his methods."

"Well, has the trouble bothered you since then?"

"Well, you know how it is," I said, "when you imagine you have some kind of disease you blame all other trouble on that one disease."

"Yes, that's the way it happens," he said. "Now, most doctors have a different opinion of the disease than I have. I treat it entirely different from any other doctor. You have been treated for it the wrong way. Now, in your case the gonorrhea has simply been suppressed and you are just as surely a sufferer from it now as you were last year. Take off your coat and vest and lie down on this pillow with your face down."

Then he took a pillow from the bed and laid it on the floor. I stretched out, face down, on it. He began pressing his fist in the small of my back.

"Do you feel that?" he asked.

"Sure, I do," I answered; "you are pressing down pretty hard."

"Now, get up," he said.

I took the chair again.

"What is the trouble with me?" I asked.

"You have suppressed gonorrhea," he said. "Now, from an examination of your body no one could tell there is anything wrong with you. You must understand that I am going by the symptoms. If you doubt me, that is all there is to it."

"And you can cure it?"

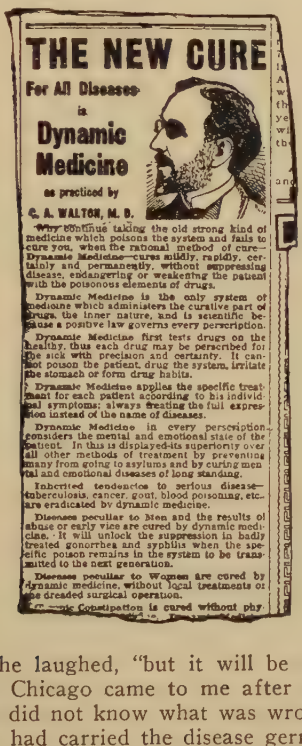
"Yes, sir, but my system is not to treat it inwardly, but outwardly. Instead of treating it the old way I will drive it all out of your system by letting it run its course. I will give you some medicine that will make the disease show on you again just as it does when you first catch it."

Would Make Present of Disease

"Now, look here, doctor," I said, "do you mean to stand there and tell me you will give me gonorrhea again and that I will be just the same as if I had a new attack?"

"Sure," he replied. "When it is developed just right I will begin to cure it up with my system."

"Well, that doesn't sound good to me."


THE NEW CURE
For All Diseases
is
Dynamic
Medicine
as practiced by
C. A. WALTON, M. D.
Why continue taking the old strong kind of medicine which poisons the system and fails to cure you, when the rational method of cure—Dynamic Medicine—cures mildly, rapidly, certainly and permanently, without suppressing disease, endangering or weakening the patient with the poisonous elements of drugs.
Dynamic Medicine is the only system of medicine which administers the curative part of drugs, the inner nature, and is scientific because a positive law governs every perscription.
Dynamic Medicine first tests drugs on the healthy, thus each drug may be perscribed for the sick with precision and certainty. It cannot poison the patient, drug the system, irritate the stomach or form drug habits.
Dynamic Medicine applies the specific treatment for each patient according to his individual symptoms; always treating the full expression instead of the name of diseases.
Dynamic Medicine in every perscription considers the mental and emotional state of the patient. In this is displayed its superiority over all other methods of treatment by preventing many from going to asylums and by curing mental and emotional diseases of long standing.
Inherited tendencies to serious disease—tuberculosis, cancer, gout, blood poisoning, etc.—are eradicated by dynamic medicine.
Diseases peculiar to Men and the results of abuse or early vice are cured by dynamic medicine. It will unlock the suppression in badly treated gonorrhea and syphilis when the specific poison remains in the system to be transmitted to the next generation.
Diseases peculiar to Women are cured by dynamic medicine, without local treatments or the dreaded surgical operation.
Chronic Constipation is cured without phy
cures Appendicitis, Gall Stones and Piles without surgery; also diseases involving the nose, throat, lungs, heart, stomach, liver, kidneys, bladder, skin and nerves.
The only method of treatment known which cures chronic skin eruptions without salves and ointments.
Forewarnings of Disease
Are you chilly in a warm room, sensitive to heat or cold, to drafts or change of weather. Do you take cold easily or have cold hands or feet, burning or sweating of hands or feet? Is your sweat or urine scanty or offensive? Do you have bad dreams or peculiar sensations throughout your body? Are you troubled with mental inactivity, poor memory, a fear that you will lose your mind, lack of interest in your work, suicidal tendencies? Are you nervous, sleepless and exhausted? These are a few of Nature's warnings, the natural expression of deep-seated disease, which can be cured by dynamic medicine.
Dr. C. A. Walton specialist in chronic deep-seated diseases cures many people whom others have failed to cure because he understands and practices the pure Dynamic System of medicine. He has had years of experience, superior advantages and phenomenal success, and has continued his regular monthly visits since 1901. He will cite you scores of patients who have been cured by dynamic medicine and that, too, after suffering many years and trying all the ordinary methods of treatment. If you are sick and have failed to get results from other methods or have been told that your disease is incurable or that you cannot get well without a surgical operation, call and see him.
Consultation is free and confidential.
Fees reasonable and no more than you are willing to pay for a cure.
Illinois Hotel, Galesburg, Ill.
Tuesday, November 26.
One day only and return every 28 days.
Office hours, 9 a. m. to 8 p. m.,
C. A. WALTON, M. D.
6839 Monroe Ave., Chicago, Ill.

"Yes," he laughed, "but it will be worth the trouble to you. One of my patients in Chicago came to me after he thought he had been cured for five years. He did not know what was wrong with him. I examined him and discovered he had carried the disease germs in his system five years and did not know it. I began my treatment and it brought the old disease back on him and he was ill for eight months."

"What do you mean?" I asked.

"I mean he had the original symptoms of the disease."

"What is all this going to cost me?" I asked.

"Ten dollars a month until cured."

"Well, if I am that bad off I guess I can afford it, but I can't give you the money now," I said. "Do I have to pay in advance?"

"Sure, you do."

"Well, I did not bring any money with me except $3.50, but if you will give me a month's treatment I will give that much to you and pay you $16.50 when you come here next month."

DR. C. W. CARSON ALSO AT GALESBURG

Either the specialists who have examined me are wrong or my diseases are of the flitting and deceiving kind. After being told by Dr. C. A. Walton that I was suffering from suppressed gonorrhea I went to Dr. C. W. Carson. Dr. Carson was on the same floor at the hotel in which I was living. He occupied room 203. Next door to him, in room 202, Dr. J. Blair Guthrie of Evanston had established an office for the day. I was the first patient to visit Dr. Carson in the morning. I went in to see him before I had breakfast. He greeted me with a handshake and invited me to take a chair. Without asking me a question he began to feel my pulse. Then he said:

"Oh, you are extremely nervous."

"I suspect I am," I replied.

"Is the back of your neck sore at times?"

"Sometimes it is if I sleep in a draft."

"Do you have a hard time to sleep at night?" he asked.

"Well, sometimes I have to lie in bed for an hour before I go to sleep, but that is because I am thinking about something."

"Well, young man, you are in a serious nervous condition, and it is caused by your mind. Now, I am a specialist in nervous troubles and neurasthenia."

"Is that what is the matter with me—neurasthenia?"

"Well, it will come to that unless you follow my instructions."

"What kind of a disease is that?" I asked.

"It is caused by your own mind," he replied. "You see, you have hallucinations and it gets on your nerves, and you go all to pieces. I have a woman patient who is a sufferer from neurasthenia and she imagines people are trying to avoid her. She was in a bad fix when I took hold of her, but she is getting along fine now."

"Mind Is Master of the Body"

"Will it cause pains in my back and injure my digestion?" I asked.

"It will throw your whole system out of fix, because your mind is master of your body," he replied. "All of the trouble with you lies in your own power to prevent. If you will follow my instructions and just drive these worries out of your mind and take my medicine you will get all right in a few months."

"Doctor, what is all this going to cost me?"

"Just $10 a month."

"That will be $40 in four months."

"Yes, and it will be worth it to you."

"Do I have to pay in advance?" I asked.

"Sure."

"I brought only $2 with me," I said. "Will you take that much and trust me for the other $8 until you come back next month?"

"All right, I will take the $2 and you can pay me the rest when I come on December 18."

At this point there was a knock on the door and a man who appeared to be a foreigner who asked for the doctor. Dr. Carson invited the caller to wait for a few minutes.

"That is one of my regular patients," he said. "His wife has been sick also, and I have fixed her up so that she is getting along fine."

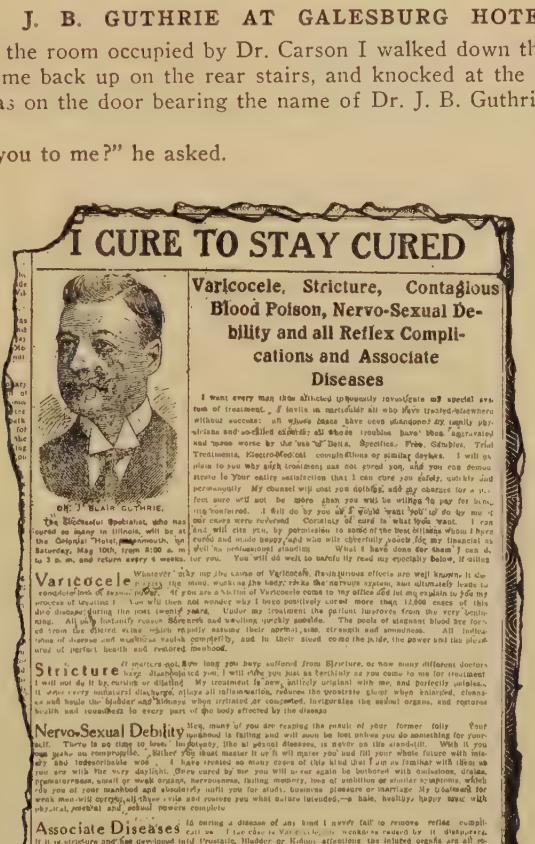
"Have you many patients in Galesburg?"

"Oh, sure; I have been coming here for eighteen years."

DR. J. B. GUTHRIE AT GALESBURG HOTEL

When I left the room occupied by Dr. Carson I walked down the front stairs of the hotel, came back up on the rear stairs, and knocked at the door of room 202. A sign was on the door bearing the name of Dr. J. B. Guthrie. He bowed me in.

"Who sent you to me?" he asked.


I CURE TO STAY CURED

DR. J. BLAIR GUTHRIE.

The Successful Specialist, who has cured so many in Illinois, will be at the Colonial Hotel, Monmouth, on Saturday, May 10th, from 8:00 a. m to 3 p. m. and return every 4 weeks. for you. You will do well to satisfy by read my specialty below, if ailing

Varicocele, Stricture, Contagious Blood Poison, Nervo-Sexual Debility and all Reflex Complications and Associate Diseases

I want every man who is afflicted to seriously investigate my special system of treatment. I invite in particular all who have treated elsewhere without success; all whose cases have been abandoned by family physicians and so-called experts; all whose troubles have been aggravated and made worse by the use of Belts, Specifics, Free, Galvanic, Trial Treatments, Electro-Medical combinations or similar devices. I will explain to you why such treatment has not cured you, and you can demonstrate to your entire satisfaction that I can cure you safely, quickly and permanently. My counsel will cost you nothing, and my charges for a perfect cure will not be more than you will be willing to pay for benefits conferred. I will do by you as I would want you to do by me if our cases were reversed. Certainly a cure is what you want. I can and will cite you, by permission to some of the best citizens whom I have cured and made happy, and who will cheerfully vouch for my financial as well as professional standing. What I have done for them I can do for you. You will do well to satisfy by read my specialty below, if ailing

Varicocele Whatever may be the cause of Varicocele, its pernicious effects are well known. It debilitates the entire working machinery of the body, racks the nervous system, and ultimately leads to complete loss of sexual power. If you are a victim of Varicocele come to my office and let me explain to you my methods of treating it. You will then not wonder why I have positively cured more than 12,000 cases of this dire disease during the past twenty years. Under my treatment the patient improves from the very beginning. All pain instantly ceases, Soreness and swelling quickly subsides. The pools of stagnant blood are forced from the dilated veins, organs regain their normal size, strength and soundness. All indications of disease and weakness vanish completely, and in their stead come the pride, the power and the pleasure of perfect health and restored manhood.

Stricture It matters not how long you have suffered from Stricture, or how many different doctors have disappointed you. I will cure you just as certainly as you come to me for treatment. I will not do it by cutting or dilating. My treatment is new, entirely original with me, and perfectly painless. It stops every unnatural discharge, allays all inflammation, reduces the prostrate gland when enlarged, cleanses and heals the bladder and kidneys when irritated or congested, invigorates the sexual organs, and restores health and soundness to every part of the body affected by the disease.

Nervo-Sexual Debility Here, many of you are reaping the result of your former folly. Your manhood is failing and will soon be lost unless you do something for yourself. There is no time to lose. Impotency, like all sexual diseases, is never on the standstill. Which it you may make no compromise. Either you must master it or it will master you and fill your whole future with misery and indescribable woe. I have treated so many cases of this kind that I am as familiar with them as you are with the very daylight. Once cured by me you will never again be bothered with emissions, drains, spermatorrhœa, small or weak organs, nervousness, failing memory, loss of ambition or similar symptoms which rob you of your manhood and absolutely unfit you for study, business pleasure or marriage. My treatment for weak men will correct all these evils and restore you what nature intended,—a hale, healthy, happy man with physical, mental and sexual powers complete.

Associate Diseases In curing a disease of any kind I never fail to remove reflex complications. I see clearly how one weakness caused by it disappears. If it is stricture and has developed into prostate, bladder or kidney affections the injured organs are all restored to a perfectly healthy condition. If it is contagious Blood Poison, and all Skin, Blood, and Bone diseases, it is entirely and permanently eliminated from the system. If it is impotency, with its many distressing symptoms following in its train and producing a premature decline of physical, mental and sexual power, are quickly restored by the youthful energy of robust manhood. Hence all premature ills and reflex complications which may be properly termed associate diseases and which in fact, are but a more advanced stage from the original disease that gave rise to them—All I say diseases completely and forever with flying of the many malady

At Colonial Hotel, Monmouth, Saturday, May, 10 at 8:00 a. m to 3:00 p. m.

Dr. J. Blair Guthrie was a free user of newspaper space. Here is one of his advertisements. In the original it measured seven inches by ten inches.

"No one," I replied. "I read your ad. in the paper."

"Which one?" he asked.

"I don't remember, but we take all three of them."

"You know I don't advertise in the *Mail*," he said. "Now what appears to be your trouble?"

He made an examination.

"Young man, I can see no need for urgent treatment in your case."

"Well, then, I had better leave before you change your mind."

"Well, I will be back here in a month and if you do not feel just right I will give you another examination," he said.

JEKYLL AND HYDE TANGLES FOUND IN HUNT FOR QUACKS

Dr. Fruth and Dr. Shallenberger Are Proved Men of Mystery in Chicago by Mix-up of Identities—Trail Who's Who Among Traveling Fakers That Victimize Rural Dupes

[*Chicago Tribune, Nov. 29, 1913.*]

Like Dr. Jekyll and Mr. Hyde are some members of the group of itinerant medical "specialists" who, although practicing in the towns near Chicago, make their headquarters at 766 Oakwood Boulevard. At any rate, a mystery or dual, or perhaps multiple, personality which the efforts of the *Tribune* investigators have been unable to dispel, hovers about the Oakwood Boulevard address. The following names or aliases figure in the enigma:

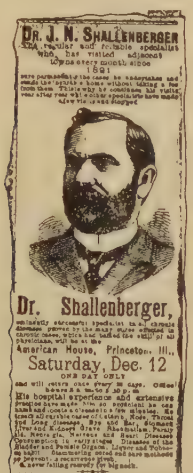
Dr. Wilbert Shallenberger	Dr. J. F. Shallenberger
Dr. Charles Henry Fruth	Dr. J. N. Shallenberger
Dr. C. B. Carson	Dr. R. B. Miller

Just who is who in this collection of individuals is what the *Tribune* investigators would like to know. About the only thing they have been able definitely to establish is that Dr. J. N. Shallenberger occasionally proves to be Dr. Charles Henry Fruth, and when letters are written to Dr. Charles Henry Fruth Dr. J. N. Shallenberger answers them. There also is an entanglement of addresses. Thus Dr. Fruth advertises in the country towns that his Chicago headquarters are at 2967 Michigan Avenue, but when a reporter (supposed by the doctor to be a patient) wrote to Dr. Fruth at that address he got a letter signed by Dr. J. N. Shallenberger on a letterhead printed with the name of Dr. Fruth and the address of 766 Oakwood Boulevard. As the reporter had been treated by Dr. Fruth, and never had even seen Dr. Shallenberger, he was puzzled to find Dr. Shallenberger prescribing for him. Now here is the story from the beginning. On November 15 a *Tribune* reporter was at Princeton, Ill. On that day also he noticed Dr. J. N. Shallenberger's ad. in a Princeton paper. He called at the room in the American Hotel at which, the ad. said, Dr. Shallenberger would be. There he met a man who so little resembled the photograph of Dr. Shallenberger printed in the Princeton newspaper that his curiosity was aroused. After he had been "treated" the young man went to the hotel register and looked up the name of the man in whose rooms he had been. He found it was Dr. Charles Henry Fruth.

That was metamorphosis No. 1—change in appearance. During the visit to the American Hotel the reporter was instructed by the doctor (whom he then supposed to be Dr. J. N. Shallenberger) to write to him at 2967 Michigan Avenue. The doctor said that was his address. The reporter, leaving the hotel, got a copy of a Dixon (Ill.) newspaper. This, he found, carried an advertisement of "Dr. Charles Henry Fruth." He recognized the picture

immediately as that of the man who had just examined him as "Dr. J. N. Shallenberger." That was metamorphosis No. 2—the change in name.

Following instructions, the reporter wrote to 2967 Michigan Boulevard, the address given him by the man who said he was Dr. Shallenberger, and who was registered as Dr. Fruth. In reply he received a letter written on printed stationery bearing the heading "C. H. Fruth, M. D., 766 Oakwood Boulevard. Telephone, Douglas 1328." But the letter was signed "J. N. Shallenberger, M. D., 2967 Michigan Avenue, Chicago." That was metamorphosis No. 3—the interchangeability of address. Reporters for the *Tribune* took the trail on the mystery.

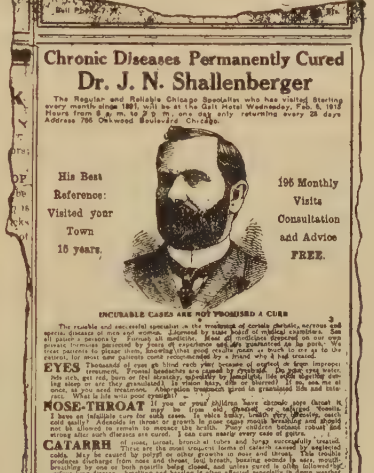

DR. J. N. SHALLENBERGER

Dr. Shallenberger,

Saturday, Dec. 12

ONE DAY ONLY

American House, Princeton, Ill.


Chronic Diseases Permanently Cured

Dr. J. N. Shallenberger

His Best Reference: Visited your Town 16 years.

196 Monthly Visits Consultation and Advice FREE.

INCURABLE CASES ARE NOT PROMISED A CURE

J. N. Shallenberger sometimes used two columns and sometimes only one.

"Dr. Charles Henry Fruth," whose stationery carries the address "766 Oakwood Boulevard," is listed in the telephone directory at 2967 South Michigan Avenue, which is the office of Dr. J. N. Shallenberger. The telephone number is Douglas 5809. At that number a woman answered the telephone yesterday.

"Is Dr. Charles Henry Fruth in?" the reporter asked.

"Dr. Fruth is out," came the reply, after a brief wait.

Both Doctors "Out in Machine"

"Then let me speak to Dr. J. N. Shallenberger," asked the reporter.

"Dr. Shallenberger also is out," came the reply.

"Where can I get either of them on the telephone?" asked the reporter.

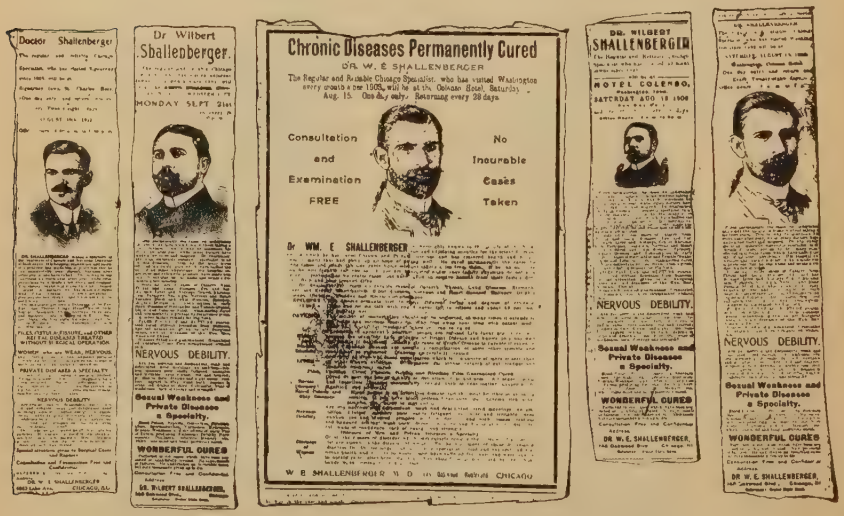
"They are both out in the machine."

"What is their home address? Maybe I can call them there. This is an emergency case."

"I don't know."

Then the reporter called "Douglas 1328," which is an office on the first floor of an apartment building at 766 Oakwood Boulevard. Inquiries for Dr. Fruth and Dr. J. N. Shallenberger were of no avail. Both were out. A reporter visited the flat. On the door of the office he read the following names:

Dr. John F. Shallenberger
Dr. R. B. Miller
Dr. C. B. Carson



Here are five advertisements of W. E. (or Wilbert) Shallenberger. They have been reduced to such an extent as to be well-nigh illegible, but will give some idea of the methods employed by this particular branch of the Shallenberger family.

But the name of Dr. C. H. Fruth, which is printed on stationery of the address and telephone number, did not appear. Attendants in the building never heard of him. "Dr. John F. Shallenberger" was found in the residence lists of the telephone directory as at 1207 East Fifty-Third Street, with the telephone number "Midway 6983." A reporter telephoned and a man who said he was Dr. John F. Shallenberger answered.

"Dr. Shallenberger, is your name Dr. Fruth?" the reporter asked.

"Who is this?" was the reply.

"The *Tribune*."

"You fellows want the other Shallenberger on Michigan Avenue," came the voice after a silence.

"Your office is at 766 Oakwood Boulevard, isn't it?" asked the reporter.

"Yes," replied the doctor.

"Well, if Dr. Fruth and Dr. Shallenberger have an office on Michigan Avenue and Dr. Fruth and Dr. Shallenberger have another office on Oakwood Boulevard, are you not connected up in some way? We would like to straighten out this tangle."

"No," replied the doctor.

"Are you brothers?"

"That is none of your business."

Dr. Shallenberger
The Regular and Reliable Chicago Specialist will be at Hotel Earling Tuesday June 30, 1908
One day only, and return every 28 days. Office hours, 8:30 a. m. to 5:00 p. m.
NERVOUS DEBILITY
Sexual Weakness and Private Diseases a Specialty.
WONDERFUL CURES
Consultation Free and Confidential.
Address,
DR. J. F. SHALLENBERGER,
146 Oakwood Blvd., Chicago, Ill.
Dr. Shallenberger
The Regular and Reliable Chicago SPECIALIST
SAT., MARCH 8th
(One Day Only)
Returning every 28 days
NERVOUS DEBILITY.
Sexual Weakness and Private Diseases a Specialty.
WONDERFUL CURES
Consultation Free and Confidential.
Address,
DR. J. F. SHALLENBERGER,
Dr. Shallenberger
CARROLL
TUESDAY, AUGUST 4
One day only and return once every 28 days.
NERVOUS DEBILITY.
Sexual Weakness and Private Diseases a Specialty.
WONDERFUL CURES
Consultation Free and Confidential.
Address,
DR. J. F. SHALLENBERGER,

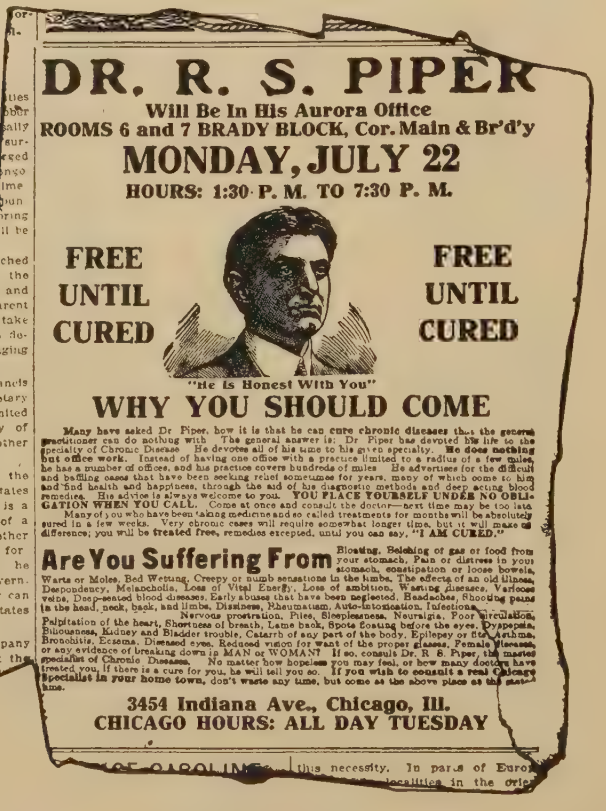
"Bertillon of Quacks"

In despair the reporters turned to the "Bertillon of Quacks," a directory of charlatans, compiled by the American Medical Association. He found the following notations:

SHALLENBERGER, J. F.—Chicago. Residence, 1207 East Fifty-Third Street. Office, 766 Oakwood Boulevard. Born 1879. Graduated by Chicago College of Medicine and Surgery, in 1907; licensed in Illinois in the same year. Is not a member of the Chicago Medical Society nor the state society. Is an itinerant. "Sexual weakness and private diseases a specialty."

SHALLENBERGER, J. N.—Chicago. Office, 766 Oakwood Boulevard. Born 1867. Graduated by the Barnes Medical College, St. Louis, Mo., in 1897; licensed in Illinois in 1897. Is not a member of the Chicago Medical Society nor of the state society. Is an itinerant and claims "chronic diseases permanently cured."

SHALENBERGER, WILBERT.—Chicago. Office, 766 Oakwood Boulevard. Graduated by the Barnes Medical College, St. Louis, Mo., in 1901; licensed in Illinois same year. Is not a member of the Chicago Medical Society nor of the state society. Is an itinerant.


DR. R. S. PIPER
Will Be In His Aurora Office
ROOMS 6 and 7 BRADY BLOCK, Cor. Main & Br'd'y
MONDAY, JULY 22
HOURS: 1:30 P. M. TO 7:30 P. M.
FREE UNTIL CURED
FREE UNTIL CURED
"He Is Honest With You"
WHY YOU SHOULD COME
Many have asked Dr Piper, how it is that he can cure chronic diseases that the general practitioner can do nothing with The general answer is: Dr Piper has devoted his life to the specialty of Chronic Disease He devotes all of his time to his given specialty. He does nothing but office work. Instead of having one office with a practice limited to a radius of a few miles, he has a number of offices, and his practice covers hundreds of miles He advertises for the difficult and baffling cases that have been seeking relief sometimes for years, many of which come to him and find health and happiness, through the aid of his diagnostic methods and deep acting blood remedies. His advice is always welcome to you. YOU PLACE YOURSELF UNDER NO OBLIGATION WHEN YOU CALL. Come at once and consult the doctor—next time may be too late
Many of you who have been taking medicine and so called treatments for months will be absolutely cured in a few weeks. Very chronic cases will require somewhat longer time, but it will make no difference; you will be treated free, remedies excepted, until you can say, "I AM CURED."
Are You Suffering From Bloating, Belching of gas or food from your stomach, Pain or distress in your stomach, constipation or loose bowels, Warts or Moles, Bed Wetting, Creepy or numb sensations in the limbs, The effects of an old Disease, Despondency, Melancholia, Loss of Vital Energy, Loss of ambition, Wasting diseases, Varicose veins, Deep-seated blood diseases, Early abuses that have been neglected, Headaches, Shooting pains in the head, neck, back, and limbs, Dizziness, Rheumatism, Auto-intoxication, Infections, Nervous prostration, Piles, Sleeplessness, Neuralgia, Poor circulation, Palpitation of the heart, Shortness of breath, Lame back, Spots floating before the eyes, Dyspepsia, Biliousness, Kidney and Bladder trouble, Catarrh of any part of the body, Epilepsy or fits, Asthma, Bronchitis, Eczema, Diseased eyes, Reduced vigor for want of the proper glasses, Female Diseases, or any evidence of breaking down in MAN or WOMAN? If so, consult Dr. R. S. Piper, the master specialist of Chronic Disease. No matter how hopeless you may feel, or how many doctors have treated you, if there is a cure for you, he will tell you so. If you wish to consult a real Chicago specialist in your home town, don't waste any time, but come at the above place at the stated time.
3454 Indiana Ave., Chicago, Ill.
CHICAGO HOURS: ALL DAY TUESDAY

DR. R. S. PIPER VISITED AT DIXON

While the inquiry was progressing in Chicago a reporter was busy trailing the "docs" at Dixon. Here is his report:

Dixon, Ill., November 19.—In the lobby of the Nachusa House at Dixon, Ill., I found Dr. R. S. Piper talking to the clerk and bellboy. He is tall and thick set. He appears to be a good mixer and "case-taker."

"Just come up to my room," he said to me, as he put his arm around my shoulder.

I went with him up the stairs to the second floor. He showed me into his room.

"Take a chair," he said. "Now, how are you feeling this morning?"

"Well, doctor, I don't know, because that is why I came to see you. You may not believe it, but I have come all the way from Princeton to see you this morning."

"Is that so?" he said, "I am mighty glad to see you. I have some loyal patients in Princeton. How did you know that I would be over here?"

"I have been watching for you," I replied. "When I read in the Dixon papers that you would be in Dixon, I decided to gallop over here. I did not want to wait until you came to Princeton, because I do not want any one to know that I went to see you."

"Well, you need have no fear about any one knowing it but me," he replied. "We can tell them it is stomach trouble if any one finds out that you visit me. You are something like a fellow who came over here from Sterling to see me. He had something he did not want any one to know he had. He gave me some address to send the medicine to, and he gets it. Where do you work in Princeton?"

"In the office of the planing mill," I replied.

"You have a sallow complexion," the doctor observed. "Is that a family tendency, or is that caused by your health?"

"I don't know. It may be a family tendency."

"Now let me examine you."

The doctor listened to the beats of my heart. Then he examined me.

"Do you feel weak physically?" he asked.

"I'm not sure whether I do or not," I said. "I am a little afraid, and so I came to you."

Finds "Many Troubles"

"You have a whole lot of things combined with the loss of manhood," he informed me.

"Is that what it is?" I said.

"Yes, that is what is the matter with you, and it will take about eight months to get you fixed up."

"What is the price?" I asked.

"It will cost you $125 cash down," he replied.

"Can't I pay by the month?" I asked.

"Yes, but it will cost you almost double, so it will save you a lot of money to pay it cash down," he replied.

"It is something like buying furniture on the installment plan," I said; "$10 the first month and then $5 a month for the rest of your life."

"Yes," he said, " so you see it will be better to pay the money down."

"And will you guarantee to cure me?" I asked.

"Certainly."

"Well, I have no money with me, because I wanted to find out if anything was wrong with me first," I said. "Now, you are going to Princeton tomorrow, and I can slip up to your room at the hotel without any one seeing me and give you the money then."

"That is a good idea," he said. "You can do that at night and no one will know what the trouble is. If any one should see you and ask me about it, I would say that you had stomach trouble. You don't intend to tell any one, do you?"

He rolled up my sleeve and attached the apparatus for a blood test to my left arm. Then he held my pulse and watched the meter on the apparatus. I watched the meter also, as it registered the circulation of my blood. I was normal as far as my knowledge goes.

"Well," he said, "that looks all right. You are a pretty husky young fellow. One would not think it from looking at you."

MINERAL WATERS

Allouez Natural Mineral Water.—Shipped by the Allouez Mineral Spring Co., Green Bay, Wis. Falsely and fraudulently represented to be a specific for diseases of the stomach, liver and kidneys, and effective in the treatment and cure of glycosuria, diabetes, Bright's disease, gout, rheumatism, etc., and as a cure for dysentery, stone in the kidney, bladder and bile ducts, typhoid and scarlet fever, etc., "when in truth and in fact it was not." Fine, $250.—[*Notice of Judgment No. 5416, issued Feb. 25, 1918.*]

American Apollinaris Mineral Water.—The Standard Bottling and Extract Co., Boston, in the name of the American Apollinaris Co., shipped in December, 1915, a quantity of "American Apollinaris Mineral Water" which was adulterated and misbranded. It was adulterated in that a product other than Apollinaris Water had been substituted in whole or in part for Apollinaris Water. It was misbranded, first because the label falsely and misleadingly represented to purchasers that the article was Apollinaris Water when it was not, and further, because the quantity of the contents was not plainly and conspicuously stated on the outside of the package. In September, 1919, the company entered a plea of *nolo contendere* and was fined $25.—[*Notice of Judgment No. 6661; issued March 29, 1920.*]

Baldwin Cayuga Mineral Water.—Lucius Baldwin & Son, Cayuga, N. Y., shipped in interstate commerce 60 half-gallon bottles of Baldwin Cayuga Mineral Water. The label declared that the water was a cure for Bright's disease, diabetes, all kidney afflictions, liver complaints, dyspepsia, all affections of the bladder, all forms of rheumatism, all skin diseases besides being a "Wonderful Tonic for General Debility." These claims the government held were false and fraudulent; furthermore, the officials declared the water was adulterated because "it consisted in whole or in part of a filthy, putrid or decomposed substance." Lucius Baldwin & Son, claimants, consented to a decree and judgment of condemnation and forfeiture was entered and the court ordered that the water should be destroyed.—[*Notice of Judgment No. 4894; issued Sept. 25, 1917.*]

Barium Rock Spring Water.—In March, 1917, the Barium Springs Co., of Charlotte, N. C., shipped a quantity of this water, which was seized in interstate commerce. Misbranding was evident in that the stuff was falsely and fraudulently represented as a remedy for numerous disorders, including eczema, catarrh, scrofula, ulcers, erysipelas, diabetes, Bright's disease, nervous troubles and dandruff. Furthermore, the water was represented to contain barium, which it did not. On April 5, 1918, the court imposed a fine of $10 and costs.—[*Notice of Judgment No. 6397; issued Sept. 8, 1919.*]

Basic Lithia Water.—A number of bottles of water labeled "Basic Lithia Water, Natural Carbonic Spring Water, Basic, Virginia" were in November, 1908, found in the possession of Otis H. Wood, Washington, D. C. The claims made on the label for this stuff were:

"Uric acid solvent."

"A pure light, freestone, lithia water."

"Invaluable as a constant and exclusive drinking water, and in the prevention and cure of rheumatism, gout, malaria, typhoid fever and diseases of the kidneys, liver, blood and nerves."

When analyzed by the government chemists, the water was found to contain practically no lithium but it did contain disease germs indicating fecal contamination. Inasmuch as it was not a "uric acid solvent," was not a "lithia water," was not "pure" and would neither prevent nor cure the various diseases named on the label, the stuff was declared misbranded; further, as it was contaminated with fecal matter it was also declared adulterated. Otis H. Wood, having pleaded guilty, the water was destroyed and Wood paid the costs of the case. No fine was imposed.—[*Notice of Judgment No. 59; issued May 17, 1909.*]

Benscot Natural Mineral Spring Water.—Shipped by the Benscot Mineral Spring Co., Austell, Ga. Adulterated in that the product contained filthy, decomposed and putrid animal or vegetable substance. Misbranded in that the bottles contained less water than that declared on the label. Fine, $50.—[*Notice of Judgment No. 5816; issued May 29, 1918.*]

Berry Spring Lithia Water.—This product was shipped in interstate commerce in March, 1912, by the Berry Spring Lithia Water Co. of Providence, R. I. Analysis made by the Bureau of Chemistry showed that the stuff could not properly be called a natural spring water as many substances, such as lithium salt, sodium chlorid, sodium bicarbonate, sodium sulphate, and carbon dioxid had been added to the water taken from the spring, and the product was, therefore, misbranded. The defendant pleaded *nolo contendere* and the court, on April 12, 1913, imposed a fine of $20 with costs of $17.51.—[*Notice of Judgment No. 2585; issued Nov. 28, 1913.*]

Bethesda Natural Mineral Spring Water.—Shipped by the Bethesda Mineral Spring Co., Waukesha, Wis. Falsely and fraudulently represented as a remedy for Bright's disease, diabetes, etc. Fine, $200 and costs.—[*Notice of Judgment No. 5906; issued May 23, 1918.*]

Bowden Lithia Water.—The Bowden Lithia Springs Water Co., an Atlanta, Ga., corporation, shipped a quantity of "Bowden Lithia Water" which was misbranded. Analysis showed this product to be another one of the so-called lithia waters containing practically no lithium. The company pleaded guilty and was fined $50.—[*Notice of Judgment No. 4319; issued Aug. 8, 1916.*]

Buckhorn Lithia Water.—A quantity of "Buckhorn Lithia Water" was shipped by a company of the same name from Henderson, N. C., into Georgia. The labels on this product contained the following statements:

"This water has the highest scientific endorsement as a cure for catarrh of stomach or bowels, constipation and indigestion."

"Beneficial in all fevers, especially typhoid."

"It gives the quickest relief in all uric acid troubles, thick or discolored urine, stone in bladder, pain in urinating."

"It cures kidney and bladder troubles, sciatica, rheumatism and gout."

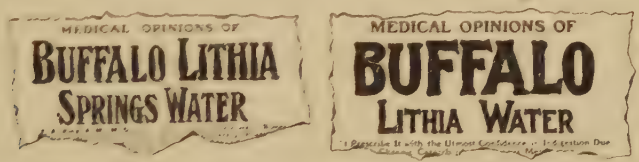
The water was declared misbranded by the federal authorities, first, because of the false statements regarding curative effect, and, second, because while called a lithia water, it did not in fact contain enough lithium to give the therapeutic effect of lithia water. The company pleaded guilty and the court suspended sentence on payment of costs.—[*Notice of Judgment No. 2709; issued March 5, 1914.*]

Buffalo Lithia Water.—Some years ago, Alexander Haig evolved the theory that most diseases are due to uric acid. The data on which he founded his theory were not corroborated by scientific men, and investigation showed that

his methods were unreliable. In spite of the fact that Haig's theories are utterly discredited, and have been for years, the uric acid fallacy still persists, although it is now largely confined to the public. Shrewd business men, especially those who are more intent on making money than they are concerned with the manner in which that money is made, owe much to Haig's theory. As a business proposition, uric acid has been one of the best-paying fallacies on the market—and possibly still is.

Contemporary with, and to a certain extent a corollary of, the uric acid fallacy was another, viz., that lithium would eliminate uric acid. This at once gave a good working principle for the proprietary men. Uric acid, we were told, causes disease; lithium, we were also told, would eliminate uric acid; therefore, lithium is the new elixir of life! Could anything be simpler?

Accepting this theory, it was inevitable that mineral waters containing lithium salts should become highly popular. Many exploiters of mineral waters began to place most emphasis on the lithium salts in their waters even in those cases in which lithium was present in such infinitesimal amounts as to render its detection impossible by any but spectroscopic methods.



NOW AND THEN

Showing how "Buffalo Lithia Water" in the course of time became "Buffalo Lithia Springs Water." The government has shown that, to obtain a therapeutic dose of lithium from Buffalo Lithia Springs Water, it would be necessary to drink 200,000 gallons of the water. The government also declared that Potomac River water contained five times as much lithium as does Buffalo Lithia Springs Water.

One of the best known, because most widely advertised, of the so-called lithia waters is Buffalo Lithia Water—or what used to be called Buffalo Lithia Water. After the federal Food and Drugs Act came into effect, by which falsification on the label was penalized, the name of Buffalo Lithia Water was changed to Buffalo Lithia Springs Water. When Buffalo Lithia Water was subjected to examination by the government chemists it was found to contain so little lithium that the amount present was unweighable—it could be demonstrated only by the spectroscope. It was evidently, therefore, not a lithia water in that it did not contain—at least in quantities that could be consumed—an amount of lithium that would give the therapeutic effects of lithium. Possibly the company imagined that by changing the name from "Buffalo Lithia Water" to "Buffalo Lithia Springs Water" it had cleverly evaded the federal law. Their argument, apparently, was to this effect: The springs from which this water is taken are known as Buffalo Lithia Springs; therefore, it is not a misstatement of facts to call this Buffalo Lithia Springs Water.

WHAT IS A LITHIA WATER?

The Supreme Court of the District of Columbia, holding a district court, has recently given an opinion on the Buffalo Lithia Springs Water case. The findings of the court are refreshingly simple, and characterized by that broad commonsense view that is becoming increasingly more common among modern jurists. Read Judge Gould's opinion as to what constitutes a lithia water:

"Speaking generally, and as an individual of average intelligence and information, it would seem that if one were offered a water which the vendor told him was a 'lithia' water, one would have the right to expect enough lithium in the water to justify its characterization as such, thus differentiating it from ordinary potable water; and this amount would reasonably be expected to have some effect on the consumer of the water by reason of the presence of the lithium."

Certainly a reasonable attitude, and one which the man in the street not only can understand but will agree with. Then came the question as to the actual lithium content of Buffalo Lithia Springs Water, and the court said:

"For a person to obtain a therapeutic dose of lithium by drinking Buffalo Lithia Water he would have to drink from one hundred and fifty thousand to two hundred and twenty-five thousand gallons of water per day. It was further testified, without contradiction, that Potomac River water contains five times as much lithium per gallon as the water in controversy."

SOME TESTIMONIALS

Here then, is a water that has for years been advertised first, in medical journals, and later, in lay publications, as a "lithia water" yet, actually, it contains less lithium, five to one, than is to be found in ordinary river water. This is a point for physicians to ponder well over. Turn to the back volumes of medical journals and read, both in the advertising and reading pages, the elaborate testimonials, given by men high in the medical profession, on the marvelous effects obtained by the use of Buffalo Lithia Water. Read the following in light of the fact that the water from the Potomac River contains five times as much lithium as Buffalo Lithia Water:

"In the class of cases in which lithia, soda and potash are regarded as most specially indicated, I have obtained far better results from the Buffalo Lithia Waters than from any of the preparations of the lithium salts of the Pharmacopeia." (*Statement by a member of the Faculty of Medicine of Paris, France,* etc.)

"Its [Buffalo Lithia Water] therapeutic effects, in my practice, have been vastly superior to those obtained from Lithia Tablets or other Lithia preparations." (*Statement by an ex-president of the University College of Medicine, Richmond, Va., etc.*)

"It [Buffalo Lithia Water] is strikingly superior to emergency solutions of lithia tablets and pure water, even where the said solution is an exceedingly strong one." (*Statement by a former Professor of Clinical Medicine of the College of Physicians and Surgeons, New York, and vice-president of the American Medical Association, etc.*)

"When Lithia is indicated, I prescribe Buffalo Lithia Water in preference to the Salts of Lithia, because it is therapeutically superior to laboratory preparations of Lithia." (*Statement by a former professor in the Medical College of Virginia and ex-president of the Medical Society of Virginia, etc.*)

"Buffalo Lithia Water . . . by its richness of composition of Lithia, is of marvelous efficacy, in cases of gout, of chronic, articular, and muscular rheumatism . . ." etc. (*Statement by former Physician in Ordinary to the Pope; Member of Academy of Rome, etc.*)

"I have tried carbonate of lithia dissolved in water in various proportions; but it certainly does not have the same effect as Buffalo Lithia Water." (*Statement by a former Surgeon-General of the U. S. Army, etc.*)

These are but a few of many testimonials from physicians that might be quoted. They are interesting from many points of view. They show the worthlessness of testimony of this sort—no matter from what source—and the fallacy of that based on so-called clinical evidence.

To go back to the court's findings: In the case of the government against Buffalo Lithia Springs Water, one other judicial opinion is worthy of attention, that referring to the attempt on the part of the exploiters of the water to circumvent, on a technicality, the evident intent of the Food and Drugs Act. Said Judge Gould:

"The argument seems to be that if Buffalo Lithia Springs are falsely named, being called 'Lithia' Springs, when they do not flow water containing lithium, therefore the proprietors have the right to sell the product as being Buffalo Lithia Springs Water, thus perpetuating on the public the misnomer connected with the origin of the water. It is not apparent how the deceit practiced on the public by the label is mitigated by carrying it back to the designation of the spring from which the water comes."

For years no one, apparently, ever criticized the claims made for this product. Finally, we got the Food and Drugs Act and the federal officials, acting under the authority vested in them by that law, in December, 1910, declared Buffalo Lithia Water misbranded. Thus this old established vested interest was attacked. The company, of course, fought. It first demurred to the charge brought, and in April, 1912, the demurrer was sustained. At the same time an amended libel was filed by the government, which the company again demurred to. This demurrer was overruled in June, 1912, whereon the company in December, 1912, filed an answer denying that the water was misbranded. The question has now (1914) been finally decided by the court sitting as a jury, the matter having been submitted by agreement to the court.

Buffalo Lithia Water has been sold since 1878. During this period undoubtedly many physicians have prescribed enormous quantities of this water, and many more laymen have taken the water on their own initiative, based on the advertised claims made for it. Practically all who purchased the water, whether directly or on the advice of physicians, did so in the belief that they were getting lithium. Had they known that, to get a therapeutic dose of lithium they would have had to drink 200,000 gallons of Buffalo Lithia Water, they would have felt, and rightly so, that they were the victims of an expensive hoax.—(*From The Journal A. M. A., June 13, 1914.*)

[NOTE.—The decision of the Supreme Court of the District of Columbia was not accepted by the Buffalo Lithia Water concern and it carried the case to the Court of Appeals of the District of Columbia. This court upheld the findings of the lower court and confirmed its decree, with costs. The water concern then filed a petition, for a writ of error and to stay the mandate of the Court of Appeals, in the Supreme Court of the United States. This was in December, 1915. In April, 1917, the Buffalo Lithia Water concern filed a motion in the Supreme Court of the United States to dismiss the writ of error and affirming the decree of condemnation that had been issued by the Supreme Court of the District of Columbia. In September, 1917, judgment of condemnation and forfeiture was entered and the court ordered that the product should be released after the costs had been paid and a bond had been executed. Buffalo Lithia Water is a "lithia" water no longer; it is now "Buffalo Mineral Springs Water."]

Carbonated Colfax Mineral Water.—The federal authorities filed a libel for the seizure and condemnation of 1,200 bottles of mineral water consigned by D. C. Fray & Co., Inc., Colfax, Iowa. The officials charged that the water was adulterated because chemical and bacteriological examination showed it to be polluted and containing excessive numbers of bacteria. It was declared misbranded, first, because it was called a "carbonated" water when, as a matter of fact, it was artificially carbonated; and second, because the following false and fraudulent claims were made regarding its alleged curative value:

"This water is an infallible remedy for all diseases of the liver, kidneys, and blood. It cures constipation and is the most pleasant and certain promoter of digestion known. Nature's remedy for the cure of every form of indigestion or dyspepsia and acute and chronic rheumatism and now acknowledged to be the most wonderful specific for kidney affections yet discovered."

The government declared that the water contained no ingredients or combination of ingredients capable of producing such therapeutic effects. D. C. Fray & Co., Inc., appeared as claimant and, having interposed no objection to a decree, judgment of condemnation and forfeiture was entered and the court ordered that the water should be destroyed, that the cases and bottles should be returned to the claimant and that the claimant should pay the costs of the proceedings.—[*Notice of Judgment No. 4888; issued Sept. 25, 1917.*]

Chippewa Natural Spring Water.—The government filed a libel for the seizure and condemnation of 3,420 bottles, each containing one-half gallon, of "Chippewa Natural Spring Water," sold by the Chippewa Springs Corporation, Chippewa Falls, Wis., charging that the product was misbranded. The label declared in part that this water was "Beneficial and Remedial in cases of Typhoid Fever, Kidney Diseases, Rheumatism, Gout, Constipation, Indigestion, Headache, etc." These claims the government declared were "feloniously and fraudulently made with the intention to create the impression that the article was efficacious for the treatment of the diseases mentioned, whereas, it contained no ingredient or combination of ingredients capable of producing the therapeutic effects claimed." No claimant appeared for the property, and the court entered judgment of condemnation and forfeiture and ordered that the product should be redelivered to the Chippewa Springs Co. on payment of all the costs of the proceedings and the execution of a bond in the sum of $50.—[*Notice of Judgment No. 4726; issued June 20, 1917.*]

Coppahaunk Lithia Water.—Henry Schoolbred, trading as the Coppahaunk Lithia Springs Co., New York, shipped a quantity of this water in interstate commerce in July, 1915. Analyzed by the Bureau of Chemistry, it was found to contain no lithia, though this was represented on the label as an ingredient. Misbranding being obvious, the court, on Nov. 20, 1916, imposed a fine of $25.—[*Notice of Judgment No. 5107; issued Jan. 29, 1918.*]

Crystal Lithium Spring Water.—George W. Hamilton, who did business as the "Crystal Lithia Water Co.," Excelsior Springs, Mo., shipped in interstate commerce a quantity of "Crystal Lithium Spring Water," which was declared adulterated and misbranded. Misbranding was alleged because the label claimed that each gallon of the water contained over 2 grains of lithium chlorid, when, as a matter of fact, it contained little, if any, lithium chlorid. Further, the claim that the product was the "Best Water in the Treatment of Bright's Disease, Diabetes . . . Rheumatism and Gravel" was declared recklessly and wantonly false and fraudulent. Hamilton was fined $100 and costs.—[*Notice of Judgment No. 4174; issued April 29, 1916.*]

Deerfield Water.—In August, 1916, the Deerfield Mineral Springs Company, Deerfield, Ohio, shipped a quantity of "'Triple Bi-Carbonate,' Deerfield Water" which was adulterated and misbranded. In March, 1918, an information was filed against the concern. The water was declared adulterated "for the reason that it consisted in part of a filthy, decomposed and putrid animal and vegetable substance." It was declared misbranded because the labels "falsely and fraudulently represented it as a cure for stomach trouble, kidney disease, uric acid poisoning and liver troubles when in truth and in fact it was not." It was further alleged to be misbranded because the quantity of the contents was not plainly and conspicuously marked on the package. In February, 1919, the company pleaded guilty and was fined $50 and costs.—[*Notice of Judgment No. 6482; issued Oct. 18, 1919.*]

Crazy Mineral Water.—One hundred and twenty half-gallon bottles of water labeled "Crazy No. 3" were declared adulterated by the federal authorities. According to the officials this water which, according to the label, was the product of the Crazy Well Water Company, Mineral Wells, Texas, was adulterated because it contained a filthy, decomposed and putrid animal substance. No claimant appeared and judgment of condemnation and forfeiture was entered and the court ordered that the product should be destroyed.—[*Notice of Judgment No. 4234; issued May 19, 1916.*]

CRAZY
Well Water
"CRAZY" MINERAL WATER is a wonderful eliminant. Use it for Rheumatism, Constipation, Liver Disease, Nervous Indigestion, Diabetes, Brights, Insomnia etc. If you cannot get "CRAZY" WATER from your druggist or grocer we will supply you in case lots only.
CRAZY
THE CRAZY WELL WATER Co.
MINERALS WELLS, TEX.
GA,
TENN.

Ferro-Manganese Regent Spring.—The Excelsior Springs Mineral Water and Bottling Co., Excelsior Springs, Mo., shipped in May, 1917, a quantity of "Ferro-Manganese Regent Spring." The product was declared misbranded because it was falsely and fraudulently represented as "a remedy for alcoholism, chronic rheumatism, dyspepsia, diabetes, Bright's disease, albuminuria, dropsy, sciatica and insomnia, when, in truth and in fact it was not." Furthermore, the quantity of the contents was not plainly and conspicuously marked while the label was so worded as to deceive and mislead purchasers into the belief that it was a natural mineral spring water when in fact it was an artificial carbonated water. In December, 1918, the company pleaded guilty and was fined $15 and costs.—[*Notice of Judgment No. 6665; issued March 20, 1920.*]

Garrod Spa Lithia Water.—Shipped by the Enno Sander Seltzer & Soda Co., St. Louis, Mo. Product declared adulterated because it consisted in part of filthy, decomposed, putrid animal and vegetable substances. Falsely and fraudulently represented as a cure for gout and rheumatism. Fine, $30 and costs.—[*Notice of Judgment No. 5502; issued April 10, 1918.*]

Gray Mineral Water.—William Baird and William A. Baird, trading as William Baird & Son, Cambridge Springs, Pa., shipped in interstate commerce a quantity of "Gray Mineral Water" which the federal authorities declared misbranded. The statement on the label that this product was "Nature's Own Cure for all diseases of the Stomach, Liver, Bowels, Kidneys and Urinary Organs, Also Rheumatism, Neuralgia, Gout, Nervous Disorders, etc.," was declared false and fraudulent and made in reckless and wanton disregard of its truth or falsity. It was further charged that the claims that Gray Mineral Water was "America's Choicest Table Water unequaled in its Crystal Clearness, Pleasant Taste and Absolute Purity" were false and misleading in that they indi-

cated that the product was a natural mineral water, when in fact it was an artificially carbonated mineral water. The government charged further that the claim that the product was "Bottled at the Spring" was false and misleading because it indicated that the article was bottled at Gray Mineral Spring, when in fact it was not. Finally, misbranding was alleged for the further reason that the quantity of the contents was not plainly and conspicuously marked on the outside of the package. The defendants were fined $20 and costs.—[*Notice of Judgment No. 4733; issued June 20, 1917.*]

Hamby's Genuine Dawson Springs Water Concentrated.—Shipped by the Dawson Salts & Water Co., Dawson Springs, Ky. Analysis showed the stuff to be a concentrated natural water, to which had been added Epsom and Glauber salts. Falsely, misleadingly and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5629; issued April 29, 1918.*]

Harris Springs Water.—The federal authorities seized 50 demijohns and 240 bottles of Harris Springs Water, which had been shipped from South Carolina to Florida, charging that the product was adulterated and misbranded in violation of the Food and Drugs Act. Adulteration was charged because the water contained fecal matter. Misbranding was alleged because the water was claimed to be "A Natural Remedy. . . . For the Kidneys, Bladder, Stomach and Liver . . ." and was said to be recommended by physicians for "Rheumatism, Gout, Dyspepsia, Gallstones, Stone in the Kidney, Catarrh of the Stomach, Nephritis, Bright's Disease, Dropsy, Nausea, Hematuria, Catamenial Derangements, Certain Diseases of the Blood." These claims the government charged were false and fraudulent as the water contained no substance or combination of substances capable of producing any such therapeutic effects. No claimant having appeared, the court ordered that the water should be emptied on the ground and that the demijohns and bottles might be delivered to the Harris Springs Water Co., if the company would pay the cost of the proceedings; otherwise the demijohns and bottles should be sold by the United States marshal.[1]—[*Notice of Judgment No. 4441; issued Oct. 16, 1916.*]

Henk Waukesha Mineral Spring Water.—The Henk Mineral Spring Co., Waukesha, Wis., was the trade name under which Margaret K., Arthur W., Emma, Clarence E., and Mabel Henk operated as co-partners in the sale of "Henk Waukesha Mineral Spring Water." The federal authorities proceeded against these individuals on the ground that the product was misbranded. The officials held that the claim that Henk Waukesha Mineral Spring Water "is a most effective remedy for all kidney ailments, Bright's disease in its incipiency" was false and fraudulent and made knowingly and in reckless and wanton disregard of its truth or falsity because in truth and in fact the water did not contain ingredients or medicinal agents effective as a remedy for all kidney ailments or as a remedy for Bright's disease in its incipiency or at any stage. The defendants pleaded guilty and each was fined $25 making an aggregate of $125.—[*Notice of Judgment No. 4858; issued Sept. 25, 1917.*]

Hiccura Mineral Water.—P. F. Panabaker of Omaha, Nebraska, trading under the name "Hiccura Mineral Water Company," shipped in interstate commerce, a quantity of mineral water which the federal authorities declared misbranded. The following claims were made for the stuff:

"Natural Mineral Water."
"Pure Natural Remedy."
"Hiccura Mineral Water is the strongest and most perfect of Natural Waters."

The federal authorities declared the water misbranded in that the "Hiccura Mineral Water" was not a "natural" water, but an artificial mineral water,

1. A later case of misbranding and adulteration of Harris Spring Water is described in Notice of Judgment No. 6613, issued March 22, 1920

containing ferric sulphate, 84 grams per liter, and aluminum sulphate 21 grams per liter. Panabaker was fined $15 and costs.—[*Notice of Judgment No. 2380; issued June 3, 1913.*]

Lithiated Mount Clemens Aperient Water.—Shipped by John Meyer, Mount Clemens, Mich. Samples contained no appreciable amount of lithium but did contain filthy, decomposed vegetable matter. Adulterated and falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5757; issued June 29, 1918.*]

Imperial Spring Water.—John Morgan and Alfred Y. Morgan, doing business under the firm name, John Morgan, New York, N. Y., were prosecuted by the federal authorities for shipping a quantity of so-called spring water, which was misbranded. "Imperial Spring Water" was, as a matter of fact, hydrant water which had been filtered, a small quantity of mineral salts added and the water then charged with carbonic acid gas. The stuff seems to have been sold almost exclusively within the confines of the state of New York and hence would not ordinarily come under federal jurisdiction. A government inspector ordered some of this water shipped to Newark, N. J., which brought the product into interstate commerce. The trial judge seemed to take the attitude that this action on the part of the federal official showed undue zeal. He apparently believed that if the people of New York wanted to buy hydrant water and pay "spring water" prices for it, it was none of the federal government's business. When the case came to trial, the defendants pleaded not guilty but the jury decided otherwise. Then the defendants moved for a new trial and also moved that judgment be arrested. The judge granted the motion in arrest of judgment but the Supreme Court reversed his action and sent the case back for sentence and judgment. The defendants were then fined $50. Incidentally it is worth noting that the original offense was committed in October, 1908; indictment was returned in March, 1910; the defendants pleaded not guilty in May, 1910; the court granted the motion in arrest of judgment in September, 1910; the Supreme Court reversed the action of the lower court in December, 1911, and the defendants finally paid their fine in February, 1912.—[*Notice of Judgment No. 1692; issued Oct. 17, 1912.*]

Manadnock Lithia Spring Water.—S. A. Scammon of Temple, N. H., shipped in interstate commerce a quantity of Manadnock Lithia Spring Water. Some of the claims made for this product were:

"The most wonderful natural Lithia Spring water now known in the World."
"Recommended for Gout, Dyspepsia, Rheumatism, Eczema, Sugar Diabetes, Bright's Disease, Gall Stones; also reduces temperature in all fevers; and all diseases of the kidneys, asthma, etc."
"As beautifier of the complexion, it has no equal."

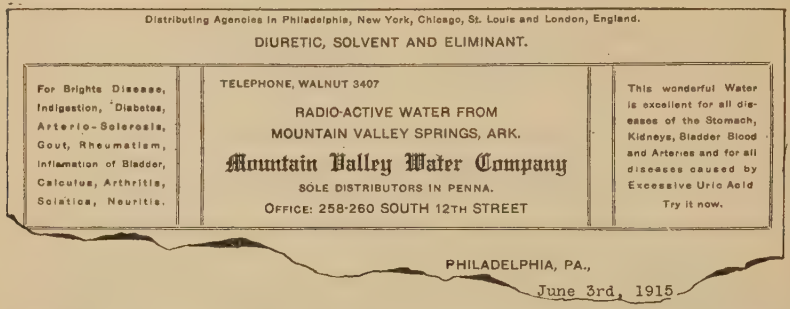
This so-called lithia water was declared misbranded, as it contained only an unweighable trace of lithium and not enough to warrant the water being classed as a lithia water. Scammon was fined $15.—[*Notice of Judgment No. 2814; issued April 2, 1914.*]

Mountain Valley Spring Water.—Some "Mountain Valley Spring Water of Arkansas" was shipped in interstate commerce with the following claims appearing on the packages:

"World's best water for kidney and bladder troubles."
"Is Radio-Active Mountain Valley Water."
"A Remedy for Bright's Disease, Diabetes, Cystitis and Rheumatism."

This product was declared misbranded by the federal authorities on the ground that the statements that the water was radio-active and was "a remedy for Bright's Disease, Diabetes, Cystitis and Rheumatism," were false, fraudulent and misleading. The government further declared "said water was not

radio-active, and was not a remedy for Bright's disease, diabetes, cystitis and rheumatism." The Mountain Valley Water Company admitted the allegation and judgment of condemnation and forfeiture was entered. The company paid


Distributing Agencies in Philadelphia, New York, Chicago, St. Louis and London, England.
DIURETIC, SOLVENT AND ELIMINANT.
For Brights Disease, Indigestion, Diabetes, Arterio-Sclerosis, Gout, Rheumatism, Inflamation of Bladder, Calculus, Arthritis, Sciatica, Neuritis.
TELEPHONE, WALNUT 3407
RADIO-ACTIVE WATER FROM
MOUNTAIN VALLEY SPRINGS, ARK.
Mountain Valley Water Company
SOLE DISTRIBUTORS IN PENNA.
OFFICE: 258-260 SOUTH 12TH STREET
This wonderful Water is excellent for all diseases of the Stomach, Kidneys, Bladder Blood and Arteries and for all diseases caused by Excessive Uric Acid
Try it now.
PHILADELPHIA, PA.,
June 3rd, 1915

the cost of the proceedings, and after executing a bond in the sum of $500 was permitted to take possession of the water.—[*Notice of Judgment No. 3627; issued June 5, 1915.*]

Ozone Vichy Water.—"Ozone Vichy Water" was a product put out by the Ozone Spring Water Company, Ltd., New Orleans, La. The principal labels on the bottles were printed in French and various testimonials in French and German were given. In addition, the label stated that the company had branch offices in fourteen of the largest cities in the United States, naming the cities. Besides the principal label, there was an inconspicuous "sticker" attached to the bottle which read:

"Artificial. This vichy is bottled by the Ozone Spring Water Co., Ltd., New Orleans, La., United States Department of Agriculture Serial No. 5438."

Two consignments of this water were seized by the federal authorities and declared both adulterated and misbranded. The water was adulterated because it was found to contain "filthy, decomposed and putrid substances," to wit, fecal matter. It was declared misbranded (1) because the principal labels, both from their form and the foreign languages in which they were written, were such as to deceive and mislead the purchaser into thinking that the water was an imported product; (2) because while designated "vichy," the water did not correspond in composition with that of real vichy; (3) because the word "ozone" gave the impression that ozone was a constituent part of the water when it was not; (4) because of a statement in French that was intended and calculated to convey, and did convey, the impression that the stuff was a natural water when, as a matter of fact, it was artificial; (5) because while fourteen branch offices were named on the label, no such branch offices existed. The defendant was fined $20 and costs.—[*Notice of Judgment No. 876; issued June 16, 1911.*]

Pluto Concentrated Spring Water.—We have received at different times inquiries of which the following that came a few days ago is typical: "Please give me any information that you may possess as to the character of Concentrated Pluto Spring Water."

It has been said that there is as much humbug and misrepresentation connected with the exploitation of so-called mineral waters as there is in the "patent medicine" business. An examination of the claims made for "Pluto Water" seems to verify this statement. "Pluto water" is said to be derived from one of three springs at French Lick Springs, Indiana. But the so-called Pluto Water that may be purchased at the drug-store is not the "natural" water but "Pluto Concentrated." While it is doubtless possible to purchase the "natural"

Pluto Water by ordering it specially, we believe that not one drug-store in a hundred carries anything but the so-called "concentrated" Pluto Water. The distinction between the "natural" and the "concentrated" will be referred to more fully, later.

The claims made for Pluto Water are as outrageous as those made for many "patent medicines." For instance:

"Will quickly relieve and permanently cure such afflictions as indigestion, constipation, kidney, liver and stomach trouble, rheumatism, nervous disorders, acute or chronic alcoholism, etc."

"A swift and sure specific for indigestion, constipation, kidney and liver disease. . . ."

"Exercises a specific influence both in the prevention and cure of inflammation of the biliary tract."

"Renovates and builds tissue."

"Restores the functions of the stomach."

More than this could hardly be asked or expected even of Peruna, Duffy's Malt Whisky or Lydia Pinkham's Compound! The composition of a water that will produce such wonders is, naturally, a matter of interest. The essential constituents of Pluto Water are said to be the sulphates of sodium, magnesium and calcium, the chlorid of sodium and the carbonate of magnesium. According to an analysis published by the French Lick Springs concern, these ingredi-

ANALYSIS OF
Pluto Concentrated
Parts per 1000
MEDAL
AMERICA'S PHYSIC
PLUTO
CONCENTRATED
SPRING WATER
TRADE MARK
Price 15 cts.
FORTIFIED WITH SOME OF THE NATURAL PRODUCTS OF THE WATER
Bottled at the Springs Only, Controlled Exclusively and Guaranteed under Food and Drugs Act, June 30, 1906, No. 2385, by the
FRENCH LICK SPRINGS HOTEL CO.
THOS. TAGGART, Pres. FRENCH LICK, IND., U. S. A.
PLUTO CONCENTRATED
KEEPS INDEFINITELY
COPYRIGHTED

Photographic reproduction (reduced) of the label on "Pluto Concentrated Spring Water." The only hint that the purchaser is given of the fact that Epsom salt and Glauber's salt have been added to this stuff is to be found in the line inconspicuously stating that it is "fortified with some of the natural products of the water."

ents are found in the following proportions (parts per thousand) in the "natural" Pluto Water:

Sodium sulphate (Glauber's salt)	0.68	Sodium chlorid (salt)	1.99
Magnesium sulphate (Epsom salt)	0.34	Magnesium carbonate	0.55
Calcium sulphate	1.70		

To the average person the composition of the "natural" Pluto Water is largely a matter of academic interest, for practically it is only the so-called "concentrated" Pluto Water that is found on the market. The impression is given in all of the advertising matter that the "concentrated" Pluto Water is "natural" Pluto Water boiled down. The following quotations from the literature will make this plain:

"Pluto Concentrated Spring Water is the same water [as 'natural' Pluto] except that it goes through a process of boiling, eliminating the free gases, retaining the sulphates, etc., making this water in the neighborhood of ten times as strong as the natural spring water."

"It ['concentrated' Pluto] is a product of the Natural Pluto Spring Water with this exception, that in the process of concentrating it, we eliminate all gases, retaining all the solids."

The public and the medical profession, then, are led to believe that "concentrated" Pluto Water is identical with "natural" Pluto Water except that the former has been boiled down until it is ten times as strong. With this in

mind, study the following analysis which the company issues as representing the composition (parts per thousand) of the "concentrated" Pluto Water:

Sodium sulphate (Glauber's salt)....	50.00	Sodium chlorid (salt)	2.50
Magnesium sulphate (Epsom salt)...	30.97	Magnesium carbonate	0.35
Calcium sulphate	2.81		

From this it will be seen that, even according to the company's own figures, "concentrated" Pluto differs from the "natural" Pluto in that it has more than *eighty times as much* Glauber's salt; nearly *one hundred times as much* Epsom salt; less than *twice as much* calcium sulphate; only *a trifle more* sodium chlorid and *less* magnesium carbonate than is found in the "natural."

What does this mean? It means that "concentrated" Pluto bears but a slight relation to "natural" Pluto, and it means that, for all practical purposes, "concentrated" Pluto Water is essentially a solution of Epsom salt and Glauber's salt in the proportion of three of the former to five of the latter.

The exploiters of "concentrated" Pluto are evidently marketing a solution of Epsom salt and Glauber's salt under a name that has some commercial value, and are making claims for their saline laxative that range from gross exaggeration to positive falsehood.

It may be asked, "Why does not the Food and Drugs Act protect the public against this deceit? How can the French Lick Springs concern label a mixture of this sort 'Pluto Spring Water'?" We cannot answer these questions. The only indication that the label gives of the facts we have stated is that in small type—so placed as to be unnoticed by the average person—appears the following:

"FORTIFIED WITH SOME OF THE NATURAL PRODUCTS OF THE WATER."

This admission, so far as we have been able to learn, is made in none of the advertising matter.

One other point is worth attention. Much is made, in the booklets the exploiters sent out, of the fact that sulphur is present in the "natural" Pluto in the form of hydrogen sulphid (sulphureted hydrogen) and sulphuric anhydrid (sulphuric acid). This ingredient, says the concern, "is by many considered the most important constituent of the water." It is hardly necessary to remind our readers that whatever sulphureted hydrogen gas may be found in the "natural" Pluto, not a particle of it exists in the "concentrated" Pluto. The company does not explain how it is possible to have sulphuric acid in an *alkaline* water!

The following requirements regarding "The Labeling of Medicinal and Table Waters" are part of "Food Inspection Decision 94" issued by the United States Department of Agriculture:

"All waters which, though natural in the beginning, have anything added to them or abstracted from them after they come from source, should either be labeled as 'artificial' or should be so labeled as to indicate that certain constituents have been added to or extracted from them. It is suggested that the word 'artificial' or the above explanation, as the case may be, should appear in as large type as the name of the water in question and on a uniform background."

What is the explanation of the contempt which the label of Pluto Concentrated Spring Water seems to show for "Food Inspection Decision 94"?—*(Modified from The Journal A. M. A., March 29, 1913.)*

[Since the preceding article was written certain changes have been made in the labeling of "Pluto Concentrated." No longer is it "Fortified with Some of the Natural Products of the Water"; it is now "Fortified with Sodium and Magnesium Sulphates" (Glauber and Epsom Salts). No longer does the *label* recommend it for "diabetes" or "skin eruptions." But no such conservatism —or cautiousness—shows itself in the booklets that are not part of the trade package and which are, therefore, not subject to the penalties of the federal Food and Drugs Act. The claims in the booklets of 1917 are identical with those made in 1913. "Skin Diseases" and "Diabetes," respectively, are each given a paragraph detailing the alleged virtues of "Pluto" in these conditions.

The 1917 booklet also contains some descriptive matter on the "Pluto Spring" that has appeared for some years in the Pluto advertising. It is chiefly remarkable as a specimen of plagiarism. The facts seem to be as follows: Nearly a quarter of a century ago (in 1893) a French physician wrote an article on a mineral water originating near Madrid, Spain. A year later this article was translated into English for the use of the American agent of this Spanish mineral water. The agent widely distributed the pamphlet in 1895. Nearly ten years later (in 1906) this American agent had to call attention to the fact that a *"pluto*cratic competitor" had appropriated whole sentences from his booklet. It may be of interest to show the remarkable likeness between the claims made nearly twenty-five years ago for a foreign water with those made today for "Pluto":

CLAIMS MADE FOR A SPANISH WATER IN 1893	CLAIMS MADE FOR "PLUTO" IN 1917
The ——— water emerges as a gushing spring from a tertiary soil; rock formation, rich in glauberite, crystals of calcium-sodium sulphate . . ."	"The Famous Pluto emerges as a gushing spring from a tertiary soil, rock formation, rich in glauberite, crystals of calcium-sodium sulphate."
". . . it does not, therefore, owe its efficacy to the salt dissolved by percolation through the soil . . ."	". . . therefore, does not owe its efficacy to the salts dissolved by percolation through the soil."
"It is a clear, colorless water of specific gravity 1070 . . ."	"It is a clear, colorless water of specific gravity 1064 . . ."

The agent for the Spanish water complained eleven years ago that this appropriation of his advertising thunder "seems almost like petty larceny."—[*January, 1918.*]

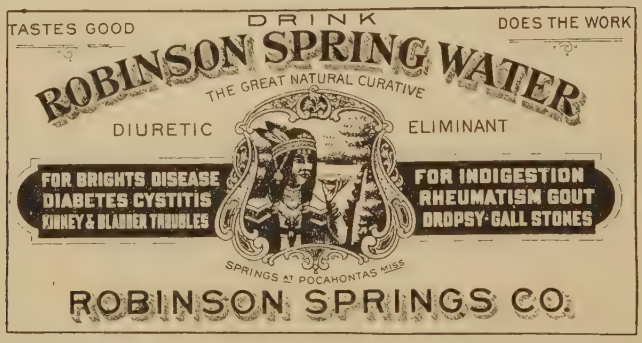
PLUTO MISBRANDED AS TO QUANTITY.—In April, 1909, thirty-four cases of mineral water labeled and branded "2 Doz. Qts. Pluto Concentrated Mineral Water" were shipped by the French Lick Springs Hotel Company from French Lick Springs, Indiana, to Baltimore, Maryland. A number of the bottles were examined by the federal authorities and found to be short measure. Instead of each containing a quart of the water as labeled, they actually averaged a little more than one and one-half pints (1.6 pints). The defendants pleaded guilty. No fine was imposed and the court permitted the water to be turned over to the French Lick Springs Hotel Company on payment of costs and execution of a bond of $250 on condition that the water was not to be sold under the false label complained of in the libel.—[*Notice of Judgment No. 121; issued Dec. 21, 1909.*]

Reichs-Quellen Gesellschaft Water.—Charles Meisezahl, John Meisezahl and the Charles Meisezahl Manufacturing Company, all of New York City, were prosecuted by the federal authorities for shipping a water that was misbranded as to its origin and source. The water was labeled:

"Reichs-Quellen Gesellschaft. An invaluable remedy for rheumatism. Wiesbaden. Europa-Asien-America-Australien. Selters Water. Charles Meisezahl. Sole Agent for the U. S."

In the center of the label a picture of a spring was prominently displayed. Some of the bottles bore a smaller supplemental label containing the firm's name, an analysis and the words "Artificial-Selters." The water was declared misbranded in that the principal label both in the pictorial and written matter gave the purchaser to understand that the water was from a natural source and was an important water. As a matter of fact, it was neither. The small supplemental label which was attached did not correct, in the court's view of the case, the misstatement on the principal label. The defendants having pleaded guilty, a fine of $50 was imposed.—[*Notice of Judgment No. 78; issued July 13, 1909.*]

Robinson Spring Water.[1]—The Robinson Springs Co., Pocahontas, Miss., shipped in July, 1917, a quantity of Robinson Spring Water. The government charged that this article was misbranded because certain therapeutic or curative claims made on or in the trade package were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The false and fraudulent statements were such as to lead the purchaser to believe that Robinson Spring Water was effective as a remedy for Bright's disease, diabetes, dropsy, cystitis, gout, rheumatism, indigestion, kidney and bladder troubles when in truth and in fact it was not. One C. L. Bradley appeared in the suit claiming



the water as his property and denying that the therapeutic claims were false and fraudulent. Bradley averred that many reputable physicians had testified to the therapeutic value of this water in the treatment of the diseases for which he recommended it. Judge Jack in delivering his charge to the jury emphasized the fact that the government was not attacking the water as bad or unfit for use, but was attacking the therapeutic claims made for it. In his charge Judge Jack had the following pertinent comments to make on the Food and Drugs Act:

> "The Pure Food and Drugs Act is one of the best laws of its character placed on the statute books in many years. It simply means that a man shall correctly brand or label that which he ships in interstate commerce, that the purchaser must be informed of the character of the article bought, and must not be deceived as to its curative properties, in other words, that the drug must not be sold under false representations.
>
> "Barnum, the veteran showman, used to say that the American people like to be humbugged. That is, perhaps, more or less true. Consequently, a man who deliberately bets his money on a shell game, or who invests his savings in a gold brick, receives, and is entitled to, little sympathy. There is, however, a class of people, not ordinarily over credulous or gullible in

1. This is the fourth case of misbranding of Robinson Spring Water; the other cases are described in Notices of Judgment Nos. 4072, 4073 and 6467.

ordinary matters of business, who, when stricken with a fatal malady, like drowning men, grasp at straws, and fall easy victims to quack doctors and patent medicine fakers. Such a man, when told by his physician that his case is hopeless and his days numbered, against his own better judgment, tries one nostrum after another in the desperate hope that he may find a cure. Such a man is the more easily persuaded to buy an alleged remedy whose efficacy he may doubt if he knows that it is at least perfectly harmless. These remarks are made to impress on your minds the wisdom of the law and the importance of its strict enforcement.

"If the water in question has the qualities attributed to it by the owner, it is not only his right to so advertise it, but is to the interest of the public that he should do so. On the other hand, if the water has not the qualities ascribed to it, then such false advertising by labels on the bottles should be suppressed, and the deception of the public should be stopped."

The jury returned a verdict for the government and on Feb. 25, 1919, a decree of condemnation and forfeiture was entered.—[*Notice of Judgment No. 6623; issued March 22, 1920.*]

"Rubino Healing Springs Lithia Water."—The Rubino Healing Springs Co., Hot Springs, Va., shipped, in June, 1917, a quantity of "Rubino Healing Springs Lithia Water" into Connecticut. This was another of the so-called "lithia waters" which contained practically no lithium. The product was declared misbranded, first because of the false and misleading statements that it was a lithia water when, in fact, it "did not contain a sufficient quantity of lithium to entitle it to be called lithia water" and, second, because of the false and fraudulent claim that it was effective as a treatment for rheumatism and gout. The court entered a judgment of condemnation and forfeiture and ordered that the product should be released to the claimant on payment of the costs and the execution of a bond.—[*Notice of Judgment No. 6005; issued June 17, 1918.*]

Rock Spring Lithia Water.—Charles Jacobsen, trading under the name of the Arlington Bottling Co., Washington, D. C., sold a product that was labeled "Rock Spring Lithia." The label also bore a picture representing a woman drawing water from a spring. As this implied that the product was a natural lithia water, the government took action against Jacobsen when it was found that the product was really distilled water to which lithium salts had been added. In other words, it was neither a spring water nor a natural lithia water. Jacobsen pleaded guilty and was fined $100.—[*Notice of Judgment No. 94; issued Oct. 5, 1909.*]

Royal Lithia Water.—William H. Anderson of Waukesha, Wis., sold another of the so-called lithia waters, which contained an unweighable quantity of lithium. It was labeled as a cure for rheumatism, gout, dropsy, etc. It was very evidently misbranded; a charge to which the defendant pleaded guilty and was fined $25.—[*Notice of Judgment No. 1032.*]

Salvator Magnesia Spring Water.—In January, 1914, Charles J. Oberweiser, Frank A. Daniels and Joseph L. Fitzgibbons, co-partners doing business under the name of the Salvator Mineral Springs Company of Green Bay, Wis., shipped to Chicago two hundred and fifty cases of Salvator Magnesia Spring Water. In February, 1914, the federal officials filed a libel for the seizure and condemnation of this water charging that it was misbranded in violation of the Food and Drugs Act. The label, in addition to containing an alleged analysis, bore the following fraudulent statements:

"A Specific for Diabetes, Bright's Disease, Rheumatism, Gout and all diseases of the Stomach, Bladder, Liver and Heart."

"Nature's own remedy."

The label further contained a statement to the effect that the water was "valuable in dyspepsia, indigestion associated with undue acidity of the stomach, congestion of the liver accompanied by sluggish portal circulation, in diabetes and gout and in all chronic catarrhal affections of the mucous membranes of the respiratory, digestive and genital organs." The government naturally declared that the therapeutic claims made for this product constituted misbranding under the act. When in March, 1914, the case came on for final hearing the individuals conducting the Salvator Mineral Springs Co. admitted the material allegations in the libel. The court ordered that the water should be delivered to the Salvator Mineral Springs Company on payment of the cost of the proceedings and the execution of a bond of $2,000, one of the conditions of the bond being that the bottles be entirely relabeled so as to eliminate the false and fraudulent statements.—[*Notice of Judgment No. 3389; issued Jan. 11, 1915.*]

Seawright Magnesian Lithia Water.—A libel was filed for the seizure and condemnation of 1,656 bottles of Seawright Magnesian Lithia Water which were labeled in part "Seawright Magnesian Lithia Spring Co., Nature's Nervine. E. R. Edmondson, Manager, Staunton, Va." Misbranding was alleged. The following therapeutic claims appeared on the bottle:

"Quiets the nerves and induces sleep. Invaluable in all diseases of the Stomach, Liver or Kidneys, Stone in the Bladder, etc. Relieves Dyspepsia, Constipation, Rheumatism, Gout, etc. A sure remedy for Eruptions and all Diseases of the Skin, Ulcerated Stomach, Sore Eyes, etc."

Misbranding was alleged in that, first, the water did not contain enough lithium to entitle it to be designated as a lithia water; second, it "did not contain any ingredient or combination of ingredients capable of producing the therapeutic effects claimed for it." No claimant having appeared, judgment of condemnation and forfeiture was entered and the court ordered that the product should be destroyed.—[*Notice of Judgment No. 3714; issued July 13, 1915.*]

Sprudel Concentrated Spring Water.—The West Baden Springs Co., West Baden, Ind., in August, 1917, shipped a quantity of "Sprudel Concentrated Spring Water," which was adulterated and misbranded. Examination by the Bureau of Chemistry showed that six out of eight bottles examined contained bacilli of the colon group and the product was declared adulterated because it contained "filthy and decomposed animal or vegetable substance." It was declared misbranded because the label stated that the water was "fortified with some of the natural products of the water" when as a matter of fact it contained added salts not obtained from the West Baden Springs. Furthermore, it was declared misbranded because it was falsely and fraudulently represented as a treatment for gout, rheumatism, diabetes and obesity "whereas in truth and in fact it was not." In November, 1918, the company pleaded guilty and was fined $100 and costs.—[*Notice of Judgment No. 6641; issued March 22, 1920.*]

Stafford Mineral Springs Water.—Several carboys of a product known as "Stafford Mineral Springs Water" were shipped in interstate commerce by Colburn, Morgan Co., Inc., operating as the Stafford Mineral Springs & Hotel Co., Ltd., Vosburg, Miss. The water bore claims to this effect:

"A remedy for all Kidney Diseases, Bright's Disease, Diabetes, Dyspepsia, Rheumatism, Torpid Liver, Calculi, Insomnia, Nervous Prostration, Etc."

In view of these false and fraudulent claims the government declared the stuff misbranded. Colburn, Morgan Co., Inc., having admitted the allegation,

and consented to a decree, judgment of condemnation and forfeiture was entered. It was ordered by the court that after the water had been properly relabeled and the company had paid the cost of the proceedings the product should be delivered to the claimant after bond had been given in conformity with the act.—[*Notices of Judgment, 3648 and 3649; issued June 5, 1915.*]

Star Well Water.—T. S. Richards and Frank Richards, doing business under the name Star Well Co., Mineral Wells, Tex., shipped a quantity of misbranded mineral water. The product was labeled "Star Well Water. Natural mineral wells water from Mineral Wells, Texas." Here are some of the claims made for it:

"This water cures rheumatism, stomach troubles, constipation, insomnia."

"The Star Water gives immediate relief to indigestion and cures nervousness in four days."

"This water has cured thousands of every ailment and cannot be equalled for any disease pertaining to the human system."

"A specific cure for the appetite for all alcoholic beverages."

"This water cures female diseases, nervous troubles, kidney and liver affections, biliousness and loss of appetite."

The stuff was declared misbranded because it would not cure anything except thirst. T. S. Richards was fined $25.—[*Notice of Judgment No. 1845; issued Jan. 11, 1913.*]

Sun-Ray Sparking Water.—"Sun-Ray Sparking" was a water claimed to be "the world's purest spring water," marketed by the Sun-Ray Water Company of Ellenville, N. Y. The label bore a picture of a stream of water flowing out of a tunnel, and under the picture was the description, "Famous Sun-Ray Spring Tunnel, Ellenville, N. Y." This water was declared misbranded by the federal authorities in that the label indicated that the product was a natural spring water. As a matter of fact, it was water to which sodium chlorid (common salt), sodium bicarbonate (baking soda), and carbon dioxid (carbonic acid gas) had been added. The Sun-Ray Water Company was fined $50.—[*Notice of Judgment No. 2481; issued July 26, 1913.*]

Tate Spring Natural Mineral Water.—The Tate Spring Company in June, 1910, shipped a quantity of mineral water which was adulterated and misbranded. The product was labeled:

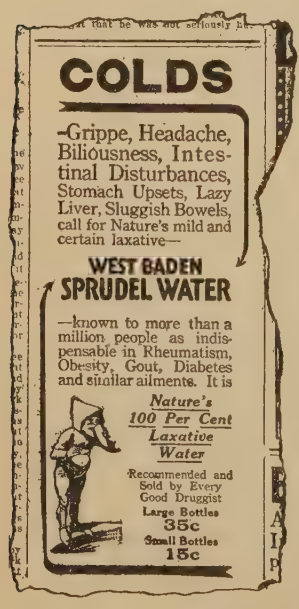
"The Tate Spring Natural Mineral Water. East Tenn. The Carlsbad of America. Cures indigestion, dyspepsia and all liver, kidney and bowel and malarial troubles. Especially recommended in the cure of dyspepsia, malaria, skin diseases, stomach, liver, bowel and kidney diseases."

The label also contained what purported to be an analysis of the water made in 1872. When the product was analyzed by the federal chemists it was found to be adulterated in that it contained a "filthy, decomposed or putrid animal or vegetable substance." It was declared misbranded because the analysis indicated that the water could have no such therapeutic or curative properties as those claimed on the label. The defendant pleaded guilty and was fined $50 and costs. The judge put the amount at $50 because in the time intervening between the seizure of the product and the trial the insanitary conditions surrounding the spring and which caused the adulteration had been remedied by the defendant.—[*Notice of Judgment No. 1140; issued Nov. 9, 1911.*]

"Sleepy Water."—The physicians of Chicago are being circularized by the "Sleepy Water Corporation" of Chicago. They are told that they are members "of the greatest and most progressive profession in the world." They are also told, in the same letter, that "Sleepy Water" is a "cure" for diabetes, Bright's disease and many other ills. The "greatest and most progressive profession in

the world"—or at least the Chicago part of it—is assured that for six years "not a single case of nephritis or diabetes treated with this water has failed to be cured," and this in spite of the fact that many were "considered to be in a hopeless condition, with but a short time to live." "Sleepy Water" sells for a dollar a gallon, but you cannot buy one dollar's worth; nothing less than fifty gallons can be purchased, for this amount constitutes a "treatment." But, as the company points out to the Chicago branch of "the greatest and most progressive profession in the world," the cost of fifty gallons "is less than the railroad fare from most points to Hot Springs and surely is reasonable enough." At least a gallon a day must be taken if a "cure" is to be effected, but even five gallons a day can be taken "without any detrimental effect upon the heart action, no matter how bad the heart action seems to be." Of course, "Sleepy Water" is radio-active—but then, so is dish-water. However, the "greatest and most progressive profession in the world" is told that "Sleepy Water is the most highly radio-active water yet discovered." If we are to take the corporation's word for it, "Sleepy Water" has performed many miracles, although details of its *modus operandi* are not forthcoming, "as no autopsy has been performed on a person cured by Sleepy Water." Seriously, though, one wonders whether the explanation of the ineffable bosh sent out by the Sleepy Water Corporation is to be sought in the ease with which some members of the profession recently "fell for" a preposterous "goiter cure" exploited by a horse doctor. Here is a sporting proposition: We dare the Sleepy Water Corporation to print the same claims, now being made to physicians by means of circulars, etc., on the trade package and ship it in interstate commerce!—(*From The Journal A. M. A., Nov. 18, 1916.*)

West Baden Sprudel Water.—West Baden Sprudel Water is bottled by the West Baden Springs Company, West Baden, Ind. The federal authorities filed a libel for seizure and condemnation of twenty-eight cases each containing twenty-four bottles of this "water" that had been shipped in interstate commerce, charging that it was both adulterated and misbranded in violation of the Food and Drugs Act. The product was declared adulterated for the reason that it contained and in part consisted of a "filthy and decomposed animal substance." Misbranding was alleged because the labels on the bottles, etc., were false, misleading and deceptive in that they represented and indicated that West Baden Sprudel Water was a natural spring water without additions or abstractions of any kind. The government chemist declared such was not the fact as sodium sulphate (Glauber's salt), magnesium sulphate (Epsom salt), and sodium chlorid (common salt) had been added to the water. Neither the West Baden Springs Company of West Baden, Ind., nor the firm of Levi and Ottenheimer of Cincinnati, Ohio, in whose possession the shipment was found, appeared to defend the case, although due notice of the proceedings had been given both. The government's charges were upheld by the court and the judge ordered that the product should be destroyed by the United States marshal.—[*Notice of Judgment No. 3136; issued Sept. 11, 1914.*]


COLDS
—Grippe, Headache, Biliousness, Intestinal Disturbances, Stomach Upsets, Lazy Liver, Sluggish Bowels, call for Nature's mild and certain laxative—
WEST BADEN
SPRUDEL WATER
—known to more than a million people as indispensable in Rheumatism, Obesity, Gout, Diabetes and similar ailments. It is
Nature's
100 Per Cent
Laxative
Water
Recommended and Sold by Every Good Druggist
Large Bottles
35c
Small Bottles
15c

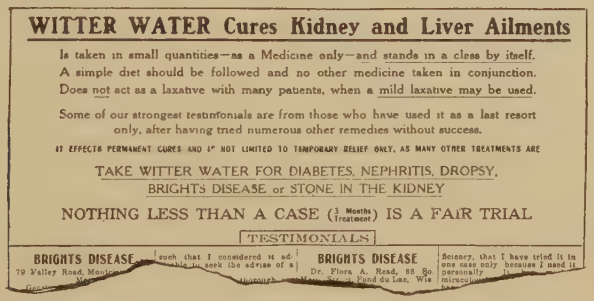
White Stone Lithia Water.—Lloyd C. Dillard of Spartanburg, S. C., the Bank of Spartanburg, the Merchants' and Farmers' Bank and the First National Bank were charged by the federal authorities with shipping in violation of the Food and Drugs Act "White Stone Lithia Water" which was misbranded. The charge was based on the fact that the name indicated to the purchaser that the product was lithia water when in fact it was not. Moreover, the label represented that it was a cure for all liver, kidney and bladder troubles, rheumatism, gout, all blood diseases and indigestion. These claims the government declared false and fraudulent. L. C. Dillard, the Bank of Spartanburg, the Merchants' and Farmers' Bank and the First National Bank pleaded guilty and the court imposed a fine of $10—or $2.50 each.—[*Notice of Judgment No. 4869; issued Sept. 25, 1917.*]

Whittle's Epsom-Lithia Water.—W. H. Whittle, doing business under the name Whittle Springs Co., sold a product labeled Whittle's Epsom-Lithia Water. The label bore what purported to be an analysis of the water and made the following claims as to its therapeutic effect:

"In cases of Torpid Liver, Nervous Indigestion, Rheumatism, Gout, Diabetes, Bright's Disease, Cystitis, etc., this water will give positive and lasting results."

When examined by the government chemists, it was shown that the analysis published on the label was incorrect and that the company was not justified in calling its product a lithia water as it contained only about one part in ten million of lithium. Moreover, the analysis showed that the water contained no ingredients that would produce the therapeutic effects claimed. In view of these facts, it was declared misbranded. The defendant pleaded guilty and was fined $10 and costs. The court stated that the fine was fixed at this amount because the evidence indicated that Whittle had believed the correctness of the analysis published on his labels and had not deliberately or intentionally violated the law.—[*Notice of Judgment No. 1139; issued Nov. 9, 1911.*]

Witter Springs Water.—The government filed a libel for the seizure and condemnation of 324 bottles of Witter Springs Water of the Witter Medicinal Springs, San Francisco, Calif. The officials charged that the water was adul-


WITTER WATER Cures Kidney and Liver Ailments

Is taken in small quantities—as a Medicine only—and stands in a class by itself.
A simple diet should be followed and no other medicine taken in conjunction.
Does not act as a laxative with many patients, when a mild laxative may be used.

Some of our strongest testimonials are from those who have used it as a last resort only, after having tried numerous other remedies without success.

IT EFFECTS PERMANENT CURES AND IS NOT LIMITED TO TEMPORARY RELIEF ONLY, AS MANY OTHER TREATMENTS ARE

TAKE WITTER WATER FOR DIABETES, NEPHRITIS, DROPSY,
BRIGHTS DISEASE or STONE IN THE KIDNEY

NOTHING LESS THAN A CASE (3 Months Treatment) IS A FAIR TRIAL

TESTIMONIALS

BRIGHTS DISEASE
such that I considered it ad-
vise me to seek the advice of a
79 Valley Road, Montcl
Mon
Dea
BRIGHTS DISEASE
Dr. Flora A. Read, 88 So.
throughout
Main Street, Fond du Lac, Wis
deficacy, that I have tried it in
one case only because I used it
personally
miraculous
the

terated in that it consisted in whole or in part of a filthy, decomposed and putrid animal or vegetable substance. No claimant appeared and it was adjudged condemned and forfeited and the court ordered that the product should be destroyed.—[*Notice of Judgment No. 4296; issued June 13, 1916.*]

MISCELLANEOUS NOSTRUMS

ABSORBINE, JR.

Absorbine, Jr., is a liniment sold by W. F. Young, P.D.F. (whatever these letters may mean), Springfield, Mass. Like most "patent medicines," the claims made for Absorbine, Jr., seem to be limited chiefly by the legal restrictions on untruthfulness. Not long ago the label read:

"Absorbine, Jr., removes any soft bunch without blistering or inconvenience."

Now the "lie direct" has made way for the "lie with circumstance" and the later label reads:

"Absorbine, Jr. To remove soft bunches without blistering or inconvenience."

Absorbine, Jr., also used to "cure"—on the label—such things as goiter, rupture, orchitis and tumors. By inference, it still does so. In the booklet that comes with the bottle we used to read, under the title "A Discovery of Importance," this statement:

"Absorbine, Jr., the Only Remedy Known that Positively Cures Varicose Veins. . . ."

Now, under the same heading, we read:

"Absorbine, Jr., the Best Known Safe and Successful Remedy for Treating Varicose Veins. . . ."

Even in the 1913 packages of Absorbine, Jr., the stuff is inferentially sold as a cure for the following conditions: Rheumatism, neuralgia, headache, varicocele, orchitis, toothache, corns, goiter, dandruff, "catarrh," hay fever, piles, elephantiasis, milk leg, and several other conditions. In connection with the liniment, Young also advertises, in the booklet that is wrapped around the bottle, his "Combination Tablets No. 3." These are said to be a "homeopathic combination," which is said to "act specifically on the entire reproductive and nervous system . . ." Young's booklet gives the impression that what "Combination Tablets No. 3" will not do is hardly worth mentioning. Nervous debility, uterine displacements, gonorrhea, carbuncles, aneurism, goiter—these are but a few of the conditions that Young's Combination Tablets No. 3 will "overcome."

Both the carton in which Absorbine, Jr., comes and the booklet around the bottle contain a "reprint of a report of the Iamatological Bureau on the action of Absorbine, Jr." This sounds imposing and, from the prominence given it by W. F. Young, P.D.F., is doubtless intended to be imposing. The report is by one Willard H. Morse, M.D., "Consulting Chemist and Therapeutist, Fellow of the Society of Science (London), American Director of Bureau of Materia Medica, etc."

As THE JOURNAL has said many, many times, Willard H. Morse seems to be in the business of furnishing "analytical reports." The fact that he is a "Fellow" of the "Society of Science, Letters and Art (London)" in itself arouses suspicion, for this so-called society is a seriocomic concern to which quacks and others pay one guinea ($5) for the privilege of writing after their names the magic letters "F.S.Sc. (Lond.)." Epilepsy cures, tobacco-habit cures, consumption cures, fake dietary systems, the Oxydonor, Duffy's Malt Whiskey, Manola, Oleozone and the Ideal Sight Restorer—these are but some of the things for which Willard H. Morse, M.D., F.S.Sc. (Lond.), stands pro-

fessional sponsor. Reports emanating from Morse's "bureau" are pretty rotten props for anything to rest on. A bottle of Absorbine, Jr., was purchased in the open market and examined in the Association's laboratory. The chemists reported:

"Absorbine, Jr., is a clear, bright green liquid having a strong, penetrating, mint-like odor. From our examination it seems that the product is an acetone extract of some plant, probably wormwood, with the possible addition of some oil of sassafras and menthol. A product almost identical in physical appearance may be made from the following formula:

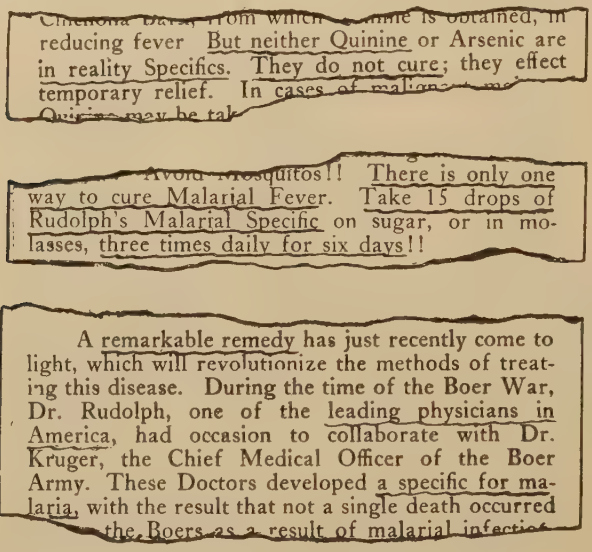
Oil of wormwood	1 dram
Oil of sassafras	16 minims
Menthol	15 grains
Acetone, sufficient to make	11 drams

The evolution of a label! Three bottles of "Absorbine, Jr.," in varying stages of truthfulness. Note that the oldest bottle bears the legend: "Contains 50% Alcohol." In the stuff sold later acetone took the place of alcohol.

Needless to say, Absorbine, Jr., never cured a case of goiter or rheumatism or elephantiasis or hydrocele or varicose veins. Neither did "Young's Combination Tablets No. 3" ever "overcome" uterine displacements, gonorrhea or syphilis. If Absorbine, Jr., were put on the market under a non-proprietary name and truthfully exploited, there would be very little of it sold. But enveloped in the mystery of secrecy and advertised under claims that are proposterously exaggerated it, no doubt, is a money-maker.—*(From The Journal A. M. A., Oct 25, 1913.)*

ANTIPLASMA

During the last few months THE JOURNAL has received a large number of inquiries from the South relative to a nostrum that is being sold in that part of the country under the name of "Antiplasma" or "Rudolph's Malarial Specific." According to the advertising, the preparation was "developed by J. J. Rudolph, M.D.," who, we are told, is "one of the leading physicians in America." This, while an obvious enough joke to the medical profession, may be taken seriously by the general public and thus contribute duly to the sale of "Antiplasma." The story goes that Dr. Rudolph during the Boer War collaborated with "Dr. Kruger, the Chief Medical Officer of the Boer Army" and that, between them, they "developed a specific for malaria with the result that not a single death occurred among the Boers as a result of malarial infection."


reducing fever But neither Quinine or Arsenic are
in reality Specifics. They do not cure; they effect
temporary relief. In cases of
way to cure Malarial Fever. Take 15 drops of
Rudolph's Malarial Specific on sugar, or in mo-
lasses, three times daily for six days!!
A remarkable remedy has just recently come to
light, which will revolutionize the methods of treat-
ing this disease. During the time of the Boer War,
Dr. Rudolph, one of the leading physicians in
America, had occasion to collaborate with Dr.
Kruger, the Chief Medical Officer of the Boer
Army. These Doctors developed a specific for ma-
laria, with the result that not a single death occurred

Reproductions (reduced) from the circular which is wrapped around the bottle of "Antiplasma."

In orthodox "patent medicine" style it is declared that quinin—universally recognized as one of the few specifics in medicine—is not in reality a specific at all:

"There is only one way to cure Malarial Fever. Take 15 drops of Rudolph's Malarial Specific on sugar or in molasses, three times daily for six days."

"In no instance has a case not yielded to treatment and a complete and lasting cure effected within seven days."

This marvel, it seems, after the close of the Boer War lay dormant for years and "has just recently come to light"; it "will revolutionize the methods of treating this disease." We are told that for eighteen years past "Dr. Rudolph has used this compound in his private practice in America and has proved its efficacy beyond question and to the complete satisfaction of a number of reputable scientists." Search of medical literature, however, fails to show that Dr. Rudolph has given the world, medical or otherwise, any information

regarding his epoch making discovery. Apparently, this "leading physician" kept to himself the knowledge of his "specific" for one of the most widespread diseases known, until he decided that the time had come to commercialize it.

A number of original, sealed packages of Antiplasma were turned over by THE JOURNAL'S Propaganda department to the A. M. A. Chemical Laboratory. Here is the chemist's report on the product:

"'Antiplasma' ('Rudolph's Malarial Specific') is a pale yellow, viscid liquid having an odor resembling a mixture of oil of turpentine and oil of wintergreen. Its taste is aromatic and bitter, somewhat like the resinous exudates from spruce. On heating, the substance burned with a smoky flame, leaving only a trace of ash. The specific gravity was found to be 0.97924 at 25 C. On distillation with steam, Antiplasma gave a volatile fraction and a nonvolatile portion, the latter amounting to 52.9 per cent. of the weight taken. The nonvolatile residue was a pale yellow solid which softened to a thick, viscous fluid at 100 C. The odor of the warmed substance was pine-like. It responded to the usual tests for rosin. The distillate appeared to be a mixture of oil of turpentine and methyl salicylate (oil of wintergreen). Quinin and arsenic, two remedies frequently used in the treatment of malaria, were absent. It was impossible to determine by the analysis whether product had been made by warming a mixture of rosin, oil of turpentine and methyl salicylate or by 'thinning' some natural turpentine-like product with methyl salicylate.

"A mixture of 53 parts of bleached rosin, 41 parts of oil of turpentine and 6 parts of methyl salicylate would probably have whatever anti-malarial properties Antiplasma possesses."—*(From The Journal A. M. A., Feb. 28, 1920.)*

ANTOX

Antox is put on the market by "Dr." W. J. Garbutt of Milwaukee. When Wisconsin granted Garbutt a license to practice medicine in 1900, the claim seems to have been made that he was a licentiate of the Royal College of Surgeons, England. As the "Medical Register for 1915" of the British Isles did not show any such man to be a licentiate of the Royal College of Surgeons, a letter was written to the secretary of the Examining Board of the Royal College of Surgeons, bringing this fact to his attention. The secretary replied that there was no member of the Royal College of Surgeons of the name of W. J. Garbutt, and he was unable to find that any such person had ever presented himself for examination.

Garbutt seems to put his nostrum on the market in various ways. One of them is by traveling over the state with a concern calling itself the "Quaker Doctors," a medicine-vaudeville show. In this connection the following extracts from a letter received some weeks ago from a small town in northern Wisconsin are to the point:

"A couple of months ago a patent medicine concern calling themselves 'Quaker Doctors' rented the Opera House in this town and for two weeks ran a nightly vaudeville show—and between acts sold their medicine and other sundries such as tooth powder, toilet soap, etc.

"With each dollar purchase the purchaser received a ticket entitling holder to a free consultation by Dr. Garbutt who travels with the show and conducts a temporary office in town while the show lasts. . . . Among other remedies that they sold was one they call 'Antox.'

"Between the vaudeville acts Dr. Garbutt would get on the stage, sit down sideways, and let the people see his honest and benevolent countenance. There he would sit silent while the manager with a bottle of Antox in hand would relate the great wonders that this remedy can accomplish; that it would cure every contagious disease if taken at onset; that Dr. Garbutt had spent 35 years of his life to perfect this his gift to humanity. At only one dollar a bottle. Those are the words he used. My wife was present and of course she believed it, and when shortly after my child became sick instead of calling for a doctor my wife insisted that I go to the drug store and buy a bottle of Antox, which I did, and after using it for a couple of days and the child getting worse we sent for a doctor, but too late. That night my child passed away.

"I was told that you analyze stuff of that nature. I am sending you part of the medicine left and would like to hear your report on it and if it is a rank fraud, as I suspect it is, I may be able to get our editor to publish it in his paper.

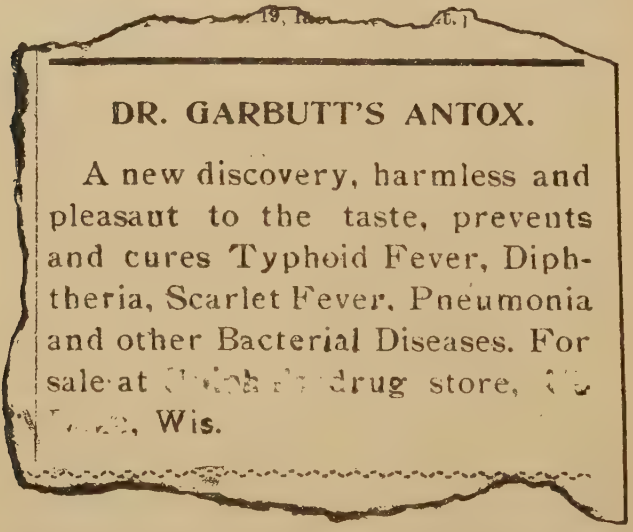
"Enclosed you will also find marked copy of our paper with Antox ad. in it. I would send you an original bottle, but have been out of work lately and cannot afford to buy it."

In addition to the "traveling doctors'" method of bringing Antox before the public, Garbutt also seems to have had the impudence to present the stuff to physicians. As is usually done in such cases, Garbutt issues two sets of advertising, one for physicians and the other for the public. There is little to choose between them. To the public Garbutt presents:

"My Gift, Antox, To Humanity."

"The Most Important Discovery ever made in Preventive Medicine."

"Dr. Garbutt's Antox Prevents Scarlet Fever, Diphtheria, Pneumonia, Measles, Typhoid Fever, Cholera and other Bacterial Diseases."


DR. GARBUTT'S ANTOX.
A new discovery, harmless and pleasant to the taste, prevents and cures Typhoid Fever, Diphtheria, Scarlet Fever, Pneumonia and other Bacterial Diseases. For sale at [illegible] drug store, [illegible], Wis.

Photographic reproduction of a newspaper advertisement of Antox.

To the medical profession Garbutt presents his nostrum under the following claims:

"An Anti-Toxic treatment for bacterial diseases."

"The most important advance in medicine since the discovery of Antiseptics."

"Antox gives immediate results in Pneumonia, Typhoid Fever, Diphtheria, Scarlet Fever, Measles, Diarrhea and Cholera Infantum, reduces pulse and temperature in a few hours, and promotes rapid convalescence."

"Antox is a scientific preparation of Chlorine, Sulphur and Ammonia."

The last statement quoted is, apparently, the only intimation that Garbutt gives of the composition of his "patent medicine." The nostrum was examined in the Association's laboratory with the following results:

LABORATORY REPORT

"Original bottles of 'Dr. Garbutt's Antox No. 1,' prepared by Dr. W. J. Garbutt, Milwaukee, Wis., were submitted to the Chemical Laboratory for examination. Each bottle contained about 120 c.c. of a red syrupy liquid, having a sharp odor and an acid reaction. The specific gravity of the liquid at 15.6 C. was 1.0603. Qualitative tests demonstrated the presence of ammonium, chlorid, sulphite (sulphur dioxid), sulphate and invert sugar. Quantitative examination yielded the following:

Ammonia (NH_3)	0.279 per cent.
Chlorid (Cl)	0.694 per cent.
Sulphur dioxid (SO_2)	0.263 per cent.
Sulphur trioxid (SO_3)	0.018 per cent.
Invert sugar	17.47 per cent.

My Gift To Humanity

DR. GARBUTT'S ANTOX

PREVENTS Scarlet Fever, Diphtheria, Pneumonia, Measles, Typhoid Fever, Cholera, and other Bacterial Diseases.

DIRECTIONS: Lose no time but the moment you notice indications of sickness in any member of the family; such as sore throat, headache, fever, coated tongue, cough, cold, pain in the chest, hard breathing, redness and running of eyes, skin eruption, rapid pulse, high temperature, etc., give ANTOX until all these symptoms have disappeared.

DOSE

Half a teaspoonful every half hour for three or four days.

Other members of the family should take a dose several times a day

PRICE ONE DOLLAR.

MANUFACTURED ONLY BY

DR. W. J. GARBUTT

701 32d ST., MILWAUKEE, WIS.

Detach this part of Label.

DR. GARBUTT'S

ANTOX No. 1

For Physicians

Gives immediate results in Pneumonia, Typhoid Fever, Diphtheria, Scarlet Fever, Measles, Diarrhea and Cholera Infantum. Reduces pulse and temperature in a few hours, and promotes rapid convalescence.

DOSE:

Half a teaspoonful or more without water every half an hour. See formula and further hints on enclosed folder

PREPARED ONLY BY

Dr. W. J. Garbutt

701-32nd St.

Phone Kilb. 4542L - MILWAUKEE, WIS.

On the left: Label of Antox as it goes to the public. On the right: Antox label for physicians.

"Essentially each 100 c.c. of the solution contains approximately 0.92 gm. of ammonium chlorid, 0.12 gm. of hydrogen chlorid (equivalent to 1.2 c.c. of diluted hydrochloric acid, U. S. P.), 0.35 gm. hydrogen sulphite (equivalent to 6 c.c. of sulphurous acid, U. S. P.), and 18.5 grams of invert sugar. The sulphuric acid present is probably due to the oxidation of some of the sulphurous acid, and the invert sugar to the influence of acid on the original 'cane' sugar. The amount of sulphur dioxid (sulphurous acid) is variable in different bottles, as was attested by determinations on different specimens."

At about the same time the Association was investigating this preparation the chemists of the Health Department of the City of Milwaukee also analyzed it. The analytical data they obtained were sent to us by Dr. George C. Ruhland, Commissioner of Health of the City of Milwaukee, and it agrees

essentially with the findings of the Association's chemists. In brief it may be said that Dr. Garbutt's "gift to humanity" is practically a mixture of sulphurous and dilute hydrochloric acid with small quantities of ammonium chlorid in water sweetened with syrup. The preparation is worthless.—*(From The Journal A. M. A., July 3, 1915.)*

BAUGHN'S PELLAGRA REMEDY

"Pellagra Cured!" This, in letters an inch high, is the title of a gaudy-covered booklet sent out by "Dr. G. P. Baughn—American Compounding Co., Jasper, Alabama." The "cure" in this instance is "Baughn's Pellagra Remedy." The greater part of the booklet is devoted to testimonials. The balance of it is written in the most approved "scare" style and is to the tenor that 20,000 people are suffering from pellagra and that the only hope for the victims of the "grim specter, stalking unseen up and down the land, touching with the icy hand of death the young child playing in the sun, the devoted mother crooning o'er her babe, the father toiling in the field"—is "Baughn's Pellagra Remedy"!

This book is apparently intended to convince the public that every vague ache and pain is a symptom of pellagra. "How," asks Baughn, "may you recognize this monster before his grasp on your body makes all your struggles futile?" The answer is forthcoming:

"Have you a feeling of nervous exhaustion and lassitude?"
"Have you unusual bowel disturbance and diarrhea?
"Have you pains and aches for which there seem no cause?
"Have you headaches and vertigo difficult to explain?"

If you have any of these, the inference is that the "grim specter," pellagra, has you in its grasp! Horror is piled on horror in the most approved "patent medicine" style, reaching as a grand climax a description of "the last stages" and closing with a peroration:

"And the last stage, till now—the MAD HOUSE and DEATH."

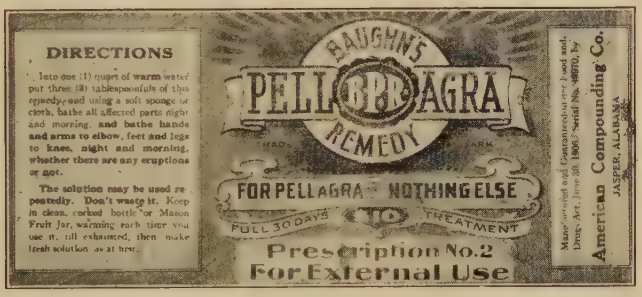
Of course the escape from this catastrophe is Baughn's nostrum.

"Like a guardian spirit my remedy stands between you and this hitherto unconquered disease—thrusting off its hideous grasp, healing your body and filling you again with the JOY of living. Even the most stubborn cases yield readily to this miraculous cure. I've cured to stay cured those whom regular physicians had given up to die."

Like every quack—if we are to believe the statements—Baughn "searched and searched" until he "had found in nature's laboratory the balm that heals"! And now: "I offer the cure to the world"—price $10. "Dr." Baughn, by inference, claims to be a physician. "My knowledge of medicine," says he, "enables me to diagnose those conditions [of pellagra] accurately." As is often the case, the banks are used as an asset to quackery. In the Baughn booklet the Central Bank and Trust Company of Jasper testifies: "We are acquainted with Mr. G. P. Baughn of the American Compounding Company and know him to be thoroughly reliable." It says further, "We do not hesitate to say that he, as well as all other members of said company, will carry out any contract they make." The Central Bank and Trust Company ought to know, as its president is apparently a co-partner in Baughn's quackery, his name being given as vice president of the American Compounding Company. The bank's vice president is president of the American Compounding Company—truly a beautiful combination!

The stationery gives the name of Dr. A. L. Hendon as "Medical Director." According to our records, A. L. Hendon is not a graduate of any medical college, but seems to be licensed to practice medicine in Alabama. Needless to say he is not a Fellow of the American Medical Association or a member of his local society. So far as G. P. Baughn is concerned, in spite of the fact that he terms himself "doctor," claims to be able to diagnose diseases and to have studied medicine, our records—and they are exceedingly complete—fail to show that any man of this name was ever graduated by a medical college or licensed to practice medicine. Certain it is that G. P. Baughn holds no license to practice medicine in the state of Alabama.

A ten-dollar "treatment" of Baughn's Pellagra Remedy was sent to the American Medical Association by the State Health Officer of Alabama, Dr. W. H. Sanders, who asked that the stuff might be analyzed and the public given the information. Dr. Sanders reported that the sale of the "cure" in pellagra-ridden districts was hindering the efforts of the medical profession in its campaign of sanitary enlightenment, looking to the prevention of pellagra. As in



Photographic reproduction of label on one of the bottles of Baughn's "cure" for pellagra.

all such cases, the exploitation of worthless "cures" causes the general public to take the attitude that it is unnecessary to change one's method of living or subject one's self to minor inconveniences to prevent a disease that can be "positively cured" by Dr. Quack's Specific.

The nostrum sent in by Dr. Sanders was in powder form and in two bottles. One bottle was labeled "Prescription No. 1, For Internal Use"; the other "Prescription No. 2, For External Use." "Prescription No. 1" consisted of black powder in capsules; "Prescription No. 2" was a coarse, mustard-colored powder, loose in the bottle. The stuff was analyzed in the Association's laboratory and the black powder in the capsules was found to have—in addition to small particles of straw and "dirt"—essentially the following composition:

Quinin Sulphate	2 per cent.
Charcoal	13 per cent.
Impure Iron Sulphate	85 per cent.

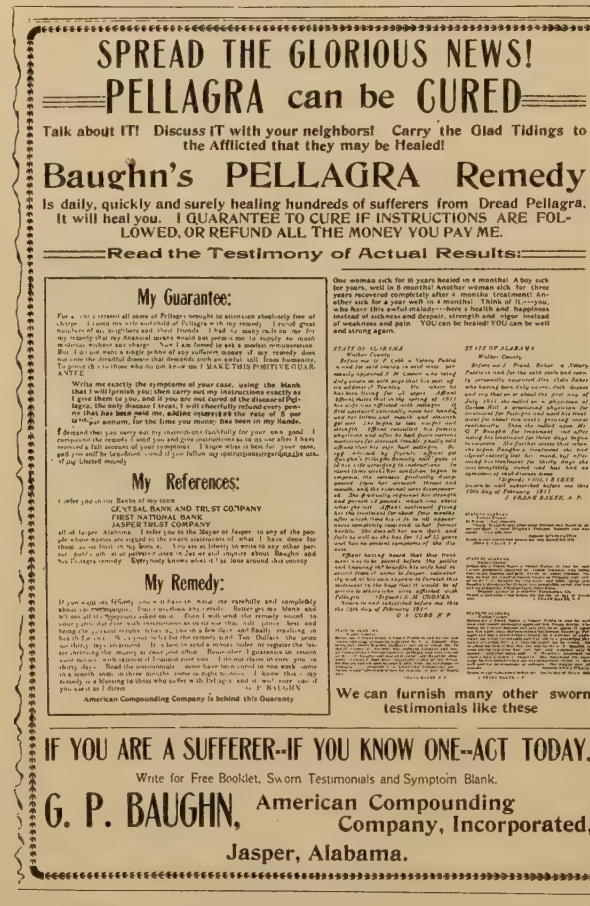
"Prescription No. 2" also contained particles of "dirt" and straw and was found to consist, approximately, of:

Common Salt	25 per cent.
Monsel's Salt (Basic Iron Sulphate)	75 per cent.

The laboratory report in further detail follows:

LABORATORY REPORT

The specimens of Baughn's Pellagra Remedy, submitted to the Association's laboratory for examination, were contained in two separate bottles. One bottle contained a number of capsules and was labeled: "For Pellagra and Nothing Else—Full 30 days' treatment—$10.00—Prescription No. 1. For Internal Use, Manufactured and Guaranteed Under Food and Drugs Act, June 30, 1906. Serial No. 48970, by American Compounding Co., Jasper, Alabama," and con-



SPREAD THE GLORIOUS NEWS!

PELLAGRA can be CURED

Talk about IT! Discuss IT with your neighbors! Carry the Glad Tidings to the Afflicted that they may be Healed!

Baughn's PELLAGRA Remedy

Is daily, quickly and surely healing hundreds of sufferers from Dread Pellagra. It will heal you. I GUARANTEE TO CURE IF INSTRUCTIONS ARE FOLLOWED, OR REFUND ALL THE MONEY YOU PAY ME.

Read the Testimony of Actual Results:

My Guarantee:

My References:

My Remedy:

One woman sick for 16 years healed in 4 months! A boy sick for years, well in 8 months! Another woman sick for three years recovered completely after 4 months treatment! Another sick for a year well in 4 months! Think of it—you, who have this awful malady—there's health and happiness instead of sickness and despair, strength and vigor instead of weakness and pain YOU can be healed! YOU can be well and strong again.

STATE OF ALABAMA
Walker County.

STATE OF ALABAMA
Walker County.

We can furnish many other sworn testimonials like these

IF YOU ARE A SUFFERER--IF YOU KNOW ONE--ACT TODAY.

Write for Free Booklet, Sworn Testimonials and Symptom Blank.

G. P. BAUGHN, American Compounding Company, Incorporated,

Jasper, Alabama.

Quackery is profitable! Full-page newspaper advertisement of Baughn's pellagra "cure." The original was 14 inches by 20 inches in size.

tained capsules. The other bottle contained a yellow powder and was labeled as above, except for the modification "Prescription No. 2. For External Use." The capsules of "Prescription No. 1" contained a black and very poorly mixed powder along with particles of straw and "dirt." The average weight of the contents was 0.50 gram (about 7½ grains) to each capsule. As nearly a uniform sample as possible was analyzed with the following results: Qualitatively the presence of charcoal, iron, [traces of aluminum and magnesium]

quinin and sulphate was demonstrated. The iron was present in both ferric and ferrous forms. The following quantitative composition was found:

Carbon	12.5 per cent.
Iron (Fe)	25.9 per cent.
Sulphate (SO_4)	43.5 per cent.
Quinin	1.7 per cent.
Water (Loss at 120 C.)	3.3 per cent.
Alumina (Al_2O_3)	0.1 per cent.
Undetermined	13.0 per cent.

From the examination it is concluded that Baughn's Pellagra Remedy, "Prescription No. 1" consists essentially of charcoal, 13 per cent., quinin sulphate 2 per cent. and impure iron sulphate, chiefly basic ferric sulphate, 85 per cent. Accordingly each capsule contains quinin sulphate ⅙ gr., charcoal 1 gr. and impure iron sulphate (basic) 6½ grs.

Examination of the "Prescription No. 2, For External Use," showed the yellow powder not to be readily soluble in water but readily soluble in acidulated water. The powder was not uniform in composition and from it crystals and even lumps (later proved to be sodium chlorid) could readily be separated mechanically as well as particles of straw and "dirt." Qualitative examination indicated the presence of iron, both in the ferrous and ferric condition, sodium, sulphate, chlorid and a small amount of substance volatile in steam which was not identified. Quantitative determinations made on a representative sample gave:

Iron (Fe)	21.5 per cent.
Sulphate (SO_4)	41.4 per cent.
Sodium Chlorid (NaCl) (calculated from chlorid determination)	26.6 per cent.
Undetermined	10.5 per cent.

From the physical properties of the powder and from the analytical data obtained it is concluded that Baughn's Pellagra Remedy, "Prescription No. 2, For External Use," consists approximately of sodium chlorid (common salt), one part, and basic iron sulphate three parts.

The label on Baughn's Pellagra Remedy, "Prescription No. 2," directs that three tablespoonfuls be shaken with one quart of warm water and the solution so obtained be used. To determine the composition of the solution so obtained, three tablespoonfuls (about 55 gm.) were well shaken with one quart of warm water and this allowed to stand for three days. Examination of the supernatant solution showed each 100 c.c. to contain approximately, 1.4 gm. of sodium chlorid and 2.7 gm. of basic ferric sulphate (Monsel's salt). This is equivalent to about 7 grains of common salt and about 14 grains of Monsel's salt to each fluidounce.

And this is the marvelous "cure" for which Baughn claims to have "searched and searched" and finally "found in nature's laboratory!" This is the stuff that, according to Baughn, is "the balm that heals—the antidote for the poison that weakens and deadens body and intellect alike." This, a mixture of charcoal, common salt, iron sulphate and a dash of quinin—not to mention the straw and "dirt"—is what Baughn is selling at $10 a "treatment" to the unfortunate sufferers from pellagra.—*(From The Journal A. M. A., Nov. 15, 1913.)*

BELL-ANS (PA-PAY-ANS, BELL)

Bell-ans is the new name of a tablet that, according to chemists' reports, is essentially:

Charcoal.
Baking Soda.
Ginger.
Oil of Wintergreen.

Its selling point, in the past at least, has been the alleged presence of papain. This drug, Bell & Co. allege, is present in their tablets and they claim is "the digestive principle obtained by our own exclusive process from the fruit of *Carica papaya*." As long ago as 1909, the Council on Pharmacy and Chemistry attempted to find papain present in what was then called Pa-pay-ans (Bell) and to determine the digestive power of the tablets but with negative results. The efforts of other chemists were equally unavailing.

In January, 1914, Bell and Company changed the name of the product "Pa-pay-ans (Bell)" to "Bell-ans." As THE JOURNAL remarked soon after, it seemed probable that, as the name of a nostrum of this kind is the manufacturer's most valuable asset, the name was hardly changed, as was alleged, for purely euphonious reasons. It seemed more likely that as analyses had indicated there was not, and probably never had been, any appreciable amount of papain in the product, the change of name might be due to the fear that some day the misleading name might bring the preparation in conflict with the federal Food and Drugs Act. Here are some of the things that Bell and Company claim Bell-ans will do:

"It removes flatulence, vertigo, weakness and other symptoms of indigestion quickly and pleasantly."

"It relieves vomiting in pregnancy, alcoholism, seasickness and cholera morbus. . . ."

"To promote appetite, digestion, and the elimination of toxic and waste material, prescribe two Bell-ans. . . ."

". . . prevent eruptions, nausea, vertigo, pain, etc. . . ."

". . . remove distension, pain, weakness, depression, etc. . . ."

"There is no derangement of the digestive organs upon which the proper dose of Bell-ans (Pa-pay-ans, Bell) will not act quickly, pleasantly and favorably. . . ."

Bell-ans (Pa-pay-ans, Bell) possesses the virtues—and they are few—and the limitations—and these are many—inherent to a mixture of baking soda, ginger and charcoal. Any druggist could put up just as good a remedy, and any physician could write a prescription for a better one in those cases in which he might think it indicated. The whole secret of the commercial success of Bell-ans lies in the mystery of its composition and the false and misleading claims that have been made for it. The same tablets put out under a non-proprietary name, as an open formula and with claims that were reasonable and true, would have had practically no sale.—*(Modified from The Journal A. M. A., Jan. 16, 1915.)*

BITRO-PHOSPHATE

Bitro-Phosphate is put on the market by the Arrow Chemical Co. of New York; it is recommended:

For neurasthenia, nervousness, irritability, depression, brain-fag, insomnia, debility, excessive thinness, general weakness, lack of physical energy and the usual ailments arising from nerve weakness and tissue wastage.

With the trade-package comes a leaflet discussing, in language that may be counted on to duly impress the unscientific mind with its profundity, "The Relation of Organic Phosphorus to the Human Machine." Numerous quotations from medical literature follow, all of which, so far as they have been checked, relate, in the original, to calcium glycerophosphate. Not that there is any hint in the advertising that this well-known drug is the preparation to which the quotations refer; the reader is left to infer that they refer to "Bitro-Phosphate."

Because of the number of inquiries that have been received, and the extensive advertising of "Bitro-Phosphate," the preparation was taken up for examination in the Association's laboratory. The report follows:

LABORATORY REPORT

Bitro-Phosphate comes in the form of uncoated tablets weighing 0.355 gm. each (about 5½ grains) and there are forty-two tablets in each package. The package sells for one dollar. The tablets, which had a somewhat bitterish saline taste and were odorless, slowly disintegrated in water but did not entirely dissolve. In dilute hydrochloric or dilute nitric acid the tablets dissolved readily with some effervescence. No chlorid, bromid, iodid, sulphate, phosphate, or hypophosphite could be detected by the ordinary tests. The solution in water or acid gave tests for calcium in abundance. The tablets on heating, gave off inflammable vapors and, when strongly heated, charred. The charred mass extracted with nitric acid gave the molybdate test for phosphate in abundance. This would indicate an organic phosphate. The U. S. P. tests for calcium glycerophosphate were applied to a solution of the tablet material in water and the tests were positive in every case. Six of these tablets when titrated by DuBois method are found to contain 1.9324 gm. calcium glycerophosphate, or 0.322 gm. (about 5 grains) per tablet.

The conclusion to be drawn from this examination is that Bitro-Phosphate is essentially a 5 grain tablet of calcium glycerophosphate.

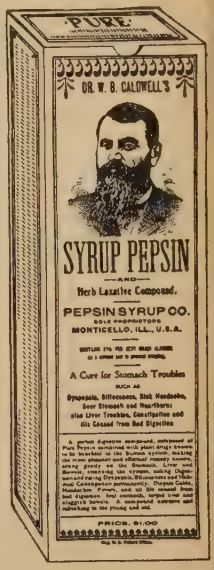
Very simple! Calcium glycerophosphate can be purchased for $2.35 per pound. One pound of calcium glycerophosphate would make over thirty-three bottles of five-grain "Bitro-Phosphate" tablets, forty-two tablets to the bottle; thirty-three bottles of Bitro-Phosphate sell for $33.00! Does a profit of sixteen hundred per cent. come within the excess profit tax?

The Journal has discussed at different times the therapeutic value—or lack of value—of the glycerophosphates, and has shown the fallacy of the theory that organic phosphorus compounds are more readily assimilated than the inorganic phosphorus preparations. All that needs, further, to be said is that if the public wishes to take calcium glycerophosphate it may purchase it under its own name at a fraction of the price.—*(From The Journal A. M. A., Sept. 14, 1918.)*

CALDWELL'S SYRUP PEPSIN

Caldwell's Syrup Pepsin is manufactured by the Pepsin Syrup Company of Monticello, Ill. Some of the claims made for this preparation are:

"Positive Relief for Constipation."
"The Great Digestive Preparation, the Most Pleasant and Effective Remedy Known, Acting Gently, yet Promptly, on the Stomach, Liver and Bowels."
". . . the most convenient, agreeable and acceptable form of a digestive compound known."
"Dispels Colds Headache, Fevers and all ills caused from Bad Digestion, Foul Stomach, Torpid Liver and Sluggish Bowels."



Throughout the advertising the idea is conveyed that Caldwell's Syrup Pepsin possesses peculiar value because of the alleged presence of the pepsin in it. For instance, the circular which is wrapped around each bottle reads:

"The natural demand for a digestive preparation in conjunction with a prompt and effective laxative has led to the compounding of pepsin, the greatest digestant of the age, with mild and effective laxative drugs, containing the virtues of plants known to be the most beneficial to the human system. To combine pepsin with vegetation [*sic*] to make the most effective remedy and meet with the best results has led to the manufacture of the popular remedy, Dr. Caldwell's Syrup Pepsin and Herb Laxative Compound."

The label on "Syrup Pepsin" declares the presence of 8½ per cent. alcohol. The government chemists have already passed judgment on this product and their opinion has become a matter of public record. In the Hearings before the Committee of Interstate and Foreign Commerce of the House of Representatives relating to the Food and Drugs Act, published in 1912, Dr. L. F. Kebler, Chief of the Division of Drugs of the Bureau of Chemistry of the Department of Agriculture, classes Syrup Pepsin among "Products for which False or Fraudulent Claims are Made." Regarding its composition Dr. Kebler stated:

"An aqueous-alcoholic solution containing laxatives flavored with oil of peppermint. Pepsin is absent or not present in appreciable amounts."

THE JOURNAL of the American Medical Association has received inquiries at various times concerning the laxative constituents of "Syrup Pepsin" and it seemed worth while to determine the nature of the laxatives in the nostrum. Accordingly the Association's laboratory examined a specimen and reported:

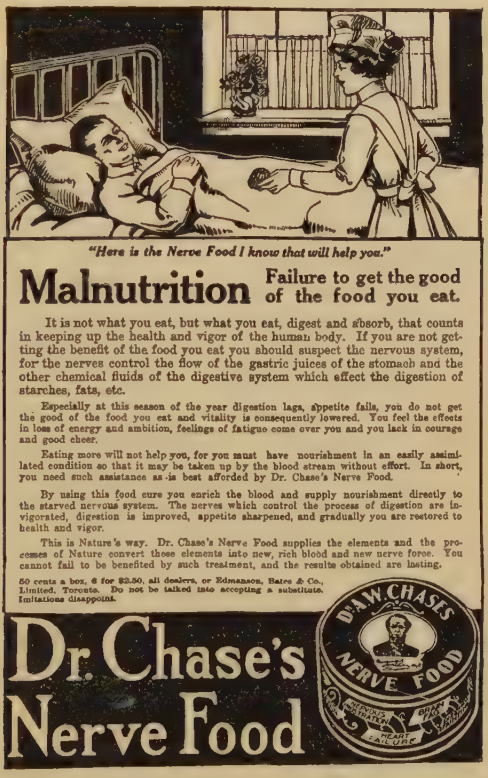
"Qualitative tests indicated the presence of a senna preparation as the chief laxative ingredient. Phenolphthalein was absent but the presence of small quantities of a salicylate, probably sodium salicylate, was noted." (Reports Chem. Lab. A. M. A., 1914, p. 80).

Taking the results of the federal chemists with those of the Association's laboratory, it seems that Caldwell's Syrup Pepsin is essentially a laxative of the senna type. The lack of any appreciable quantity of pepsin as reported by the federal authorities would seem to indicate that the name would constitute misbranding under the federal Food and Drugs Act.—*(From the Journal A. M. A., July 31, 1915.)*

DR. A. W. CHASE'S NERVE PILLS

The label on the box of "Dr. A. W. Chase's Nerve Pills" states that they are "prepared for the Dr. A. W. Chase Medicine Co., Props., Buffalo, N. Y.,"

and that they are "used in the treatment" of "thin and watery blood, nervous disorders, brain fag, nervous headache, nervous dyspepsia, irregular heart action, sleeplesness," etc. A circular within the box sets forth the alleged virtues of these pills and of other products of the company. This circular calls attention to the use of these pills in the treatment of almost everything from pale, sallow complexion, to paralysis and locomotor ataxia. Sexual debility and female troubles occupy a prominent place among the diseases and symptoms which are made "next to impossible of occurrence" through the use of these pills.


"Here is the Nerve Food I know that will help you."
Malnutrition
Failure to get the good of the food you eat.
It is not what you eat, but what you eat, digest and absorb, that counts in keeping up the health and vigor of the human body. If you are not getting the benefit of the food you eat you should suspect the nervous system, for the nerves control the flow of the gastric juices of the stomach and the other chemical fluids of the digestive system which effect the digestion of starches, fats, etc.
Especially at this season of the year digestion lags, appetite falls, you do not get the good of the food you eat and vitality is consequently lowered. You feel the effects in loss of energy and ambition, feelings of fatigue come over you and you lack in courage and good cheer.
Eating more will not help you, for you must have nourishment in an easily assimilated condition so that it may be taken up by the blood stream without effort. In short, you need such assistance as is best afforded by Dr. Chase's Nerve Food.
By using this food cure you enrich the blood and supply nourishment directly to the starved nervous system. The nerves which control the process of digestion are invigorated, digestion is improved, appetite sharpened, and gradually you are restored to health and vigor.
This is Nature's way. Dr. Chase's Nerve Food supplies the elements and the processes of Nature convert those elements into new, rich blood and new nerve force. You cannot fail to be benefited by such treatment, and the results obtained are lasting.
50 cents a box, 6 for $2.50, all dealers, or Edmanson, Bates & Co., Limited, Toronto. Do not be talked into accepting a substitute. Imitations disappoint.
Dr. Chase's Nerve Food
DR. A.W. CHASE'S
NERVE FOOD

"Dr. A. W. Chase's Nerve Pills" used to be called "Dr. Chase's Nerve Food" before the Federal Food and Drugs Act made falsifying expensive. Then "Food" became "Tablets" and, later, "Pills." In Canada, however, it continued to be sold as a "Food." The illustration above is a reduced photographic reproduction of an advertisement in a Canadian magazine.

The circular declares that on every box of these pills will be found a portrait of Dr. A. W. Chase, of Chase's Family Recipe Book fame. The inference is that these pills are made according to a formula in this book. A careful search of Chase's Recipes, or Information for Everybody,[1] also a later edition[2]

1. By A. W. Chase, M.D., Published by R. A. Beal, Ann Arbor, Mich., 1900.
2. Dr. Chase's Combination Receipt Book, F. B. Dickerson Co., Detroit, 1915.

failed to reveal a formula for any such pills as the ones purchased. On page 130 of the 1900 edition a formula is given for "Nervous Pills." These are essentially an alcoholic extract of Ignitia amara (St. Ignatius bean). These were said to be originated in 1854 by Rev. John W. Dagnal, the "Retired Physician," and much used by Professor Palmer of the University of Michigan. Dr. Repheto[1] calls attention to these in answer to an inquiry about Chase's pills. He states that this formula was much used by eclectics and because of poor results Dr. John King of Cincinnati introduced a substitute composed of extract of gentian, powdered savine leaves, powdered Ignatius leaves, and iron iodid.

The examination made in the chemical laboratory, discussed below, shows that "Dr. A. W. Chase's Nerve Pills" do not correspond in composition to pills prepared by either of the formulas mentioned above. They are coated, chocolate colored, and have a strongly persistent bitter aloes-like taste. The coating readily washed from the pills but the pill mass did not readily disintegrate. Even standing over night in water they were not entirely disintegrated.

The pills weigh approximately 0.318 gm. (5 grains) with coating; the medicament alone weighs 0.210 gm. (3.5 grains). Microscopic examination did not show vegetable structure. Qualitative examination showed the absence of chlorids, bromids, iodids, phosphorus and phosphorus compounds. Abundance of sulphate was present, also carbonate. Iron and manganese were present in large quantities, calcium and sodium in lesser amounts, aluminum and magnesium in small amounts. The manganese was probably present as black oxid (manganese dioxid), since the manganese did not dissolve in water, and the pills with hydrochloric acid gave abundance of chlorin. Emodin bearing drugs were present and alkaloids also were present in small amounts. Iron, manganese, and sulphate were determined quantitatively. The iron oxid weighed indicated the presence of iron equivalent to 0.0395 gm. (⅔ grain) anhydrous ferrous sulphate in each pill. The amount of manganese pyrophosphate obtained indicated manganese equivalent to 0.021 gm. (⅓ grain), manganese dioxid in each pill. The quantity of alkaloid present was so small that it could not be determined accurately.

The chemical examination indicates that these pills contain iron, possibly in the form of ferrous sulphate which is in a state of more or less decomposition due to exposure and contact with the other constituents of the pills, manganese dioxid, aloes or aloin, vegetable extractive, and traces only of some alkaloidal drug.—*(A. H. Clark, in The Journal A. M. A., Sept. 7, 1918.)*

CITROLAX

Trade names which give a misleading impression as to the constituents of the substance involved constitute an especially pernicious form of nostrum activity. The extensive newspaper advertisements of a preparation called "Citrolax" have brought it to the attention of the Association's laboratory. From the name of the substance and from various statements and implications in the advertising matter, the purchaser is led to believe that it is magnesium citrate in tablet form and superior to the standard solution of citrate of magnesia.

1, Medical World, Aug., 1912, p. 336.

A tablet taken from a trade package, when placed in a glass of water, according to directions on the carton, yielded a milky solution. As citrate magnesia is completely soluble in water, the presence of insoluble matter in the tablet aroused suspicion. To determine the nature of this insoluble matter, the tablets were examined by our chemists who report:

LABORATORY REPORT

Two sets of specimens were therefore purchased for investigation. The first were labeled "Citrolax—The Lemonade Laxative—Made and guaranteed by the Citrolax Company of America—Chicago." The second, purchased three weeks later, were labeled—"Citrolax—The Effervescent Laxative—Tastes like

Make it at Home
Fresh, sparkling, uniform—just when you want it—pleasing, mild, effective—
Tastes like Lemonade"
Citrolax
TRADE MARK REG.
"The Effervescent Laxative"
If you have been buying Citrate of Magnesia in bottles, you will appreciate Citrolax because it gives you just the same service at one-third the cost, and with one-half the quantity. Whatever your reason for needing a laxative—headache, sour stomach, bad liver or constipation, you will be delighted with Citrolax. You make it at home—uniform and fresh, just when you want it. Simply drop one tablet into a glass of water and in a few seconds you will have a sparkling, effervescent drink. It is most pleasing to take and its action is mild and effective. We know that if you once try Citrolax, you will always use it.
3 Tablets 25c—8 Tablets 50c
At All Druggists
NOTE—If your druggist does not sell Citrolax, send us 10c for trial package with your druggist's name.
FOLEY & COMPANY, Chicago, Ill.

Advertised so as to convey the impression that citrate of magnesia was the essential drug; analysis showed that each citrolax tablet contained more than an average dose of the purgative phenolphthalein.

Lemonade—Prepared only by Foley and Co., Chicago." The probability is that the party who first put it on the market has sold it to the second, the Foley people. The tablets measure about 1¼ inches in diameter by about ½ inch in thickness; they are sold in 10-cent, 25-cent and 50-cent packages, containing, respectively, one tablet, three tablets and eight tablets each. When placed in water Citrolax tablets effervesced with liberation of carbon dioxid and dissolved, with the exception of a small amount of a fine whitish powder, giving the solution a turbid appearance. The solution responded to tests for magnesium, sodium and citrate; the presence of potassium or tartrate could

not be demonstrated. The insoluble matter was found to be organic, soluble in alcohol and to dissolve in alkaline solutions with formation of a bright red color, which disappeared on acidification and reappeared on being made alkaline. Further tests identified this substance as phenolphthalein. Quantitative determinations of the phenolphthalein resulted as follows: Tablets from packages labeled "The Citrolax Company of America" averaged 10 gm. in weight and contained an average of 2.4 per cent. phenolphthalein, or about 0.24 gm. per tablet. Tablets from packages labeled "Foley and Co., Chicago," weighed about 11 gm. each and contained an average of 2.1 per cent. of phenolphthalein, or about 0.231 gm. per tablet.

The advertisements, as has been mentioned, would lead one to believe that the tablets are a form of magnesium citrate. The chemical examination shows that each tablet contains 3½ grains of phenolphthalein, or more than an average dose of this drug.—*(From The Journal A. M. A., March 21, 1914.)*

D. D. D.

This nostrum, which is advertised as a cure for eczema, is sold on both sides of the Atlantic. This does not mean, however, that it has the same composition in the United Kingdom that it has in the United States. The British law requiring "patent medicines" containing certain scheduled drugs to be labeled "Poison" does much to discourage the use of certain dangerous drugs as ingredients of "patent medicines." As sold in the United States, each ounce of D. D. D. contains, according to the label, as required by the Food and Drugs Act:

Chloral hydrate	2 gr.
Alcohol	28 per cent.

Chloral hydrate is one of the drugs in the British "poison schedule." If this drug were a constituent of D. D. D. as sold in Great Britain, the nostrum would have to be labeled "Poison." But apparently chloral hydrate is omitted from the D. D. D. put up for British consumption. The chemists of the British Medical Association analyzed the preparation and assigned to it the following composition:

Salicylic acid	0.75
Carbolic acid	1.18
Oil of Wintergreen	1.00
Glycerin	9.28
Alcohol	65.10
Water	22.69

This indicates that D. D. D. furnishes another example of how the "poison label" protects. The D. D. D. that contains chloral hydrate naturally produces in some cases what physicians commonly call the "chloral rash." This physiologic effect is turned to account by the manufacturer as follows:

"Occasionally in bringing the disease to the surface, D. D. D. will spread the eruption temporarily over a much larger area. This is not a sign that the malady is growing more serious, but, on the contrary, it shows that the disease is being uprooted."

No matter how greatly the American and British preparations of D. D. D. vary in composition, the purchasers in both cases are told:

"D. D. D. is no ordinary 'patent medicine' but the prescription of a skin specialist, Dr. D. D. Dennis, who used the compound now known as D. D. D. successfully for years on all patients suffering from skin diseases."

In August, 1910, a man who had used forty-eight bottles of D. D. D. for eczema wrote to THE JOURNAL and complained that it had not relieved his eczema. He complained that he had lost fourteen pounds in weight, had become weak and emaciated and was "generally miserable." This example of the danger the public runs in using "patent medicines" containing such insidious poisons as chloral hydrate, emphasizes the need of a "poison label" requirement being added to the federal Food and Drugs Act.—*(From The Journal A. M. A., Oct. 19, 1912.)*

DUFFY'S MALT WHISKEY

What is this widely advertised nostrum sold as a "consumption cure," claimed to be the "greatest known heart tonic" and a preparation that "builds up the nerve tissues, tones up the heart, gives strength and elasticity to the muscles and richness to the blood?" The answer to this question will be found to depend, apparently, on when it is asked.

During the Spanish-American war Duffy's Malt Whiskey qualified as a "patent medicine" by the payment of the special tax that was put on nostrums as a means of raising revenue. In a circular issued at that time by the Treasury Department it was stated:

"The Duffy Malt Whiskey Company have, by evidence under oath filed in this office, shown that their compound called 'Duffy's Pure Malt Whiskey' is composed of distilled spirits in combination with drugs. . . ."

DUFFY'S PURE MALT WHISKEY
CURES CONSUMPTION.
All druggists and grocers, $1 a bottle. Medical booklet free. Duffy Malt Whiskey Co., Rochester, N. Y.

The claim made by the Duffy Malt Whiskey Co. that their nostrum "cures consumption" was as false as it was cruel.

On the other hand, even while the Federal Government was declaring the stuff a "medicine," the Supreme Court of the state of New York decided that Duffy's Malt Whiskey was not a medicine but a liquor and that persons selling it would be required to pay the same excise tax and to procure the same liquor-tax certificate that were required of the sellers of any other whiskey. The way in which the New York courts came to pass on this question is an interesting chapter in "patent medicine" history.

THE PAXSON CASE

A New York City druggist named Paxson sold Duffy's Malt Whiskey without first having paid the liquor license. The New York state excise department proceeded against the druggist for so doing. Paxson's defense was that Duffy's Malt Whiskey was not a liquor but a medicine and it was, therefore, not subject to the liquor laws of the state of New York. When the case came to trial, the New York authorities called as witnesses three chemists, Dr. Joseph De Guehuee, Dr. Charles A. Crampton and Dr. Edward W. Wheeler.

WHAT THE CHEMISTS FOUND

Dr. De Guehuee, who at that time was chief chemist in the Health Department of the City of New York, testified that he had analyzed Duffy's Malt Whiskey and he reported in part:

> "I found the contents of the bottle to be whiskey, with a little cane sugar added to it, a sweetened whiskey . . . I found no other ingredients. My examination would have revealed any other ingredients present in quantities sufficient to be determined by chemical analysis."

Dr. Crampton, the chief chemist of the Internal Revenue Bureau of the Treasury Department in Washington, reported his results in part as follows:

> "I have made an examination of the substance known as Duffy's Malt Whiskey . . . I found it contained no medicinal ingredients outside of the alcohol in the whiskey. . . . It is whiskey of a very poor quality as a beverage . . . it is not whiskey which, according to the pharmacopeial standard, has been aged. . . . The taste of this bottle is indicative of a rather poor quality of whiskey, what is known as young whiskey or raw whiskey; it has not the full flavor and aroma of an aged whiskey."

Dr. Wheeler, a chemist of the New York State Department of Agriculture, testified that he had analyzed Duffy's Malt Whiskey.

> "In my opinion, there is no appreciable drug or medicine in Duffy's Malt Whiskey. There was about 1 per cent. of solids in the bottle which I analyzed. The solid was largely sugar. There was coloring matter."

WHAT THE DUFFY PEOPLE CLAIMED

The courts assessed against Paxson a judgment of more than $700. Paxson then appealed the case to the New York Supreme Court, which refused to set the judgment aside and assessed him further costs for the refusal. Then the Duffy Malt Whiskey people showed their hand. They took up the matter and a motion for a new trial was argued on the ground that new and important evidence had been found. In affidavits submitted by the Duffy Malt Whiskey Company, Clarence E. Sherin, president of the concern, declared that Duffy's Malt Whiskey contained, in addition to alcohol, the following drugs:

Fluid extract calumba (columbo)
Fluid extract hydrastis (golden seal)
Fluid extract pareira (Pareira Brava)
Fluid extract taraxacum (dandelion)

Dr. Richard Curran, Rochester, N. Y., declared under oath.

"That he personally prepares the tincture made from the following drugs, viz.: Fluid Extract Calumba (Columbo), Fluid Extract Hydrastis (Golden Seal), Fluid Extract Pareira (Pareira Brava), Fluid Extract Taraxacum (Dandelion), under direction of the Duffy Malt Whiskey Company, which tincture he knows to be used in the preparation of the medicinal compound known as Duffy's Pure Malt Whiskey. His knowledge that these medicinal agents are used is because of the fact that he personally delivers the same to Walter J. Duffy, vice-president of the Rochester Distilling Company."

He further declared:

"That he himself personally makes the medicinal tincture, and from his own knowledge, says that the character of the product and its effect on the system is in marked contrast with any straight whiskey; in fact, he regards it as a whiskey in name only; a medicine of the greatest value, in fact."

It will be noticed that the *amounts* of the drugs alleged to be put in the whiskey are not given. Further affidavits were filed in the case from several Rochester physicians, each of whom had some words of praise for this stuff.

SOME SWORN TESTIMONIALS

Dr. William B. Conner regarded Duffy's Malt Whiskey "as a valuable curative agent" which he had "had occasion to use . . . in his practice."

Dr. W. Hobart Curtis affirmed that "the effect of Duffy's Pure Malt Whiskey is different from that of any other whiskey. . . ."

Dr. Edwin S. Hayward, Jr., swore that he considered the stuff "a medicine of widely acknowledged value" and that it has been his habit to prescribe it "in cases where the activities have been at low ebb."

Dr. Harry M. Schall declared under oath that "on numerous occasions he has used Duffy's Pure Malt Whiskey in his practice."

Dr. J. Sherburne Read declared that "Duffy's Pure Malt Whiskey has been used and prescribed by him for a number of years." Incidentally it may be mentioned that Dr. Read at present is the "director" of the Okola Laboratory, a fraudulent mail-order medical concern.

Dr. John A. Stapleton deposed that "he was made acquainted with the method of medicating Duffy's Pure Malt Whiskey and the drugs employed for the purpose" and was "of the opinion that the liquor during such medication undergoes a decided change."

Dr. J. J. A. Burke swore that "he was aware from the beginning that Duffy's Pure Malt Whiskey was being medicated" and further that he "knew of the ingredients employed for the purpose and thought them good."

Dr. Richard M. Moore declared that he was "convinced that the liquor can *no longer* be considered a stimulant pure and simple, but a medicated combination by the solvent power of alcohol. [Italics ours.—Ed.]

Dr. William M. Barron stated that "he knows the remedies employed in medicating Duffy's Pure Malt Whiskey" and "unhesitatingly considers that this whiskey is changed in a marked degree by the introduction of these drugs."

Thus did these Rochester physicians solemnly declare that Duffy's Malt Whiskey was a "patent medicine" and not a cheap whiskey. Nevertheless, the analyses made by three chemists, working independently, conclusively proved that there were no drugs present in sufficient quantities to be demonstrable by chemical analysis! Again it should be noted that while the Duffy concern swore that drugs were put into its whiskey, it apparently gave no information regarding the quantities of the drugs that were alleged to be added.

The chemists of the North Dakota Agricultural Experiment Station subjected this product to chemical analysis and in their *Report* for 1906 declared:

> "Analysis indicates it to be nothing more than neutral spirits, colored and flavored. The amount of solids is high because it has syrup added to make it 'smooth' and give it flavor."

THE USE OF POLITICAL INFLUENCE

For years, Duffy's Malt Whiskey has gone out to the public with the most flagrantly misleading claims made for it on the wrapper around the bottle. The government officials finally took action and in 1908 a quantity of Duffy's Malt Whiskey was seized on the charge of being adulterated and misbranded under the Food and Drugs Act. What happened? It appears that the Hon. James Breck Perkins, member of Congress from Rochester, at once "got busy."

At the time of the prosecution by the state of New York, Mr. Perkins was attorney for the Duffy Malt Whiskey Company and it was he who filed the brief in behalf of the company in support of the motion for a new trial. Mr.

Perkins, at that time, was apparently highly incensed by the activities of the state authorities against Duffy's Malt Whiskey. In closing his brief at that time, Mr. Perkins expressed himself thus:

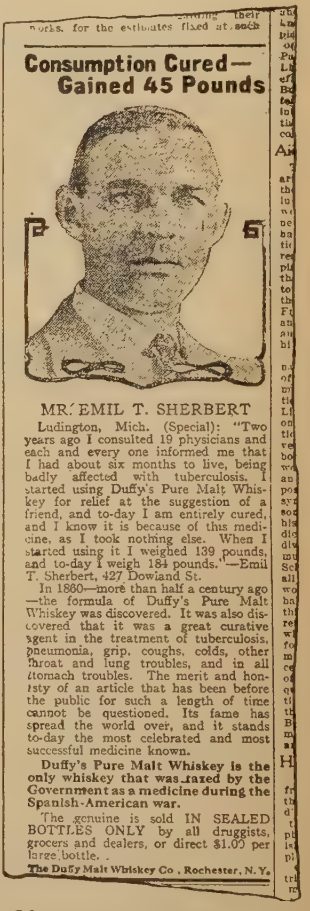
"It does not seem to me that the officers who represent the state in any proceeding, and certainly not in criminal proceedings, are required to exhibit so extreme a zeal."

Apparently zeal, in a public officer acting against large vested interests, is something that Mr. Perkins would not tolerate. It is not surprising, then, that when the Department of Agriculture seized a large consignment of Duffy's Malt Whiskey, Congressman Perkins should rush to the rescue. The incident was described somewhat fully by *Collier's* at the time. According to that paper, Perkins wrote his first letter on the official stationery of the House Committee on Foreign Affairs of which committee he was a member. It read in part:

"The Duffy Malt Whiskey Company . . . is controlled by our most prominent and leading citizens and *I trust matters can be adjusted in such a way as not to injure a long-established industry.*"

He wrote a second letter, it is claimed, this time on the official stationery of the Printing Committee. In addition, letters were written by various other prominent politicians of western New York and a dozen personal visits were made to Washington. No less than six different officers of the Department of Agriculture are said to have been written to. The hearing was postponed time and again. Finally, it was set for a definite date but before that time arrived it was again postponed. This, it must be remembered, was in 1908. In the latter months of 1910 THE JOURNAL attempted to get some information regarding the status of the case. We were told that the case was still pending. *Collier's,* in closing its article regarding this disgraceful piece of political activity, says:

"Consider, now, one question: Was Perkins paid for what he did? Did he make that long hot trip from Rochester to Washington the night of July 16—Congress not being in session—from motives of public duty, or did he get money for it? If he got money he is guilty of exactly the same crime as that for which Senator Burton of Kansas went to the penitentiary. For the immediate activity of the Secret Service men there is no more pressing need than the investigation of whatever checks may have passed during the last eight months from the Rochester manufacturers of Duffy's Malt Whiskey (Walter J. Duffy, president) to the Rochester law firm of Perkins, Duffy & McLean (this latter Duffy being J. P., son of Walter J.).


works, for the estimates filed at each

Consumption Cured—Gained 45 Pounds

MR. EMIL T. SHERBERT

Ludington, Mich. (Special): "Two years ago I consulted 19 physicians and each and every one informed me that I had about six months to live, being badly affected with tuberculosis. I started using Duffy's Pure Malt Whiskey for relief at the suggestion of a friend, and to-day I am entirely cured, and I know it is because of this medicine, as I took nothing else. When I started using it I weighed 139 pounds, and to-day I weigh 184 pounds."—Emil T. Sherbert, 427 Dowland St.

In 1860—more than half a century ago—the formula of Duffy's Pure Malt Whiskey was discovered. It was also discovered that it was a great curative agent in the treatment of tuberculosis, pneumonia, grip, coughs, colds, other throat and lung troubles, and in all stomach troubles. The merit and honesty of an article that has been before the public for such a length of time cannot be questioned. Its fame has spread the world over, and it stands to-day the most celebrated and most successful medicine known.

Duffy's Pure Malt Whiskey is the only whiskey that was razed by the Government as a medicine during the Spanish-American war.

The genuine is sold IN SEALED BOTTLES ONLY by all druggists, grocers and dealers, or direct $1.00 per large bottle.

The Duffy Malt Whiskey Co., Rochester, N. Y.

Of course, Duffy's Malt Whiskey never cured Mr. Sherbert, nor anybody else, of consumption.

"But whether Congressman Perkins has been guilty of a crime is not the point of this article. What is important is to let all the people know how necessary is their constant vigilance and support to see that the Pure Food Law is carried out. If you were an obscure subordinate in the Department of Agriculture or the Department of Justice, if you had no motive to proceed against a swindling patent medicine or an adulterated food except your own conscience, if your first move met with personal protest from the congressman who controlled your salary, your promotion, and your official existence, how soon would you grow tired? The enforcement of the pure food law needs all the encouragement and enthusiasm that the public can contribute; there is no trouble about the enthusiasm of the opposition—that is a matter of dollars and cents, and it is working twenty-four hours a day."

"DUFFY'S ANNUAL"

Every bottle of Duffy's Malt Whiskey is wrapped in a large circular called "Duffy's Annual." This "Annual" consists, largely, of testimonials from laymen and physicians. We have on file one issued in 1901 and another issued in 1911. There are noticeable differences between the two circulars. In the earlier annual much is made of the statement that Duffy's Malt Whiskey contains no fusel oil; nothing is said on this point in the later circular. The 1901 issue comes out frankly with the claim that Duffy's Malt Whiskey "cures consumption," etc. In the 1911 circular the "lie direct" has given place to the "lie with circumstance." The earlier circular contains a long testimonial from Willard H. Morse and the Duffy company at the conclusion of the testimonial adds:

"Dr. Morse is not only an M.D. and an F.S.Sc., but is a well-known therapeutist and a consulting chemist of national reputation."

The facts are that Willard H. Morse is a professional testimonial writer who has issued fake analytical reports for various quack concerns and products. The title "F.S.Sc." is one that is given—price $5 (1 guinea)—by a ridiculous organization in London that styles itself the Society of Science, Letters and Art. This title is very popular among the "patent-medicine" fraternity.

The earlier "Annual" recommends Duffy's dope for "painful and irregular periods"—pathologic states about which the later one says nothing. The 1911 circular "features" a testimonial from the "Hon. Richard Curran, M.D., formerly mayor of Rochester." This testimonial may carry weight with those who do not know that Dr. Richard Curran was in the employ of the Duffy's Malt Whiskey Co. He it was, as we have shown, who testified in May, 1905, that he prepared the various drugs which were put in Duffy's Malt Whiskey. But we have on file a letter written in 1910 by Dr. Curran—and written on the stationery of the Duffy Malt Whiskey Company—in which he declares:

"Duffy's Pure Malt Whiskey is not a patent medicine, but a refined medicinal whiskey, made from choice materials and complies with the test requirements of the United States Pharmacopeia."

Does this mean that the Duffy product of to-day is different from that sold five or six years ago? It would seem so. Some of the more recent pamphlets sent out by the Duffy Malt Whiskey Company contain what purport to be analyses made by chemists. One of these is from Joseph De Guehuee who, it will be remembered, when testifying in 1905 as chief chemist of the health department of the city of New York, declared that he found this product to be "whiskey with a little cane sugar added to it." But Dr. De Guehuee later became associated with the Lederle Laboratories and in that capacity he declared: "Duffy's Pure Malt Whiskey is free from added sugar. . . ."

We have been asked at various times whether the testimonials of Duffy's Malt Whiskey purporting to come from physicians are genuine. Investigation of a large number of them indicates that the testimonials as now published are documentarily genuine. Evidently the Duffy Company has found it unnecessary to "fake" testimonials. Of 104 physicians who had written testimonials for Duffy's Malt Whiskey, 5 are members of the American Medical Association, and 18 have written testimonials for other nostrums. From our files it appears that some of the 104 testimonial-givers are either advertising quacks or are connected with fraudulent medical concerns. It is not difficult to estimate the scientific value of testimonials that come from such sources.

CONCLUSION

We may accept the statement of the state chemists of North Dakota that the stuff is plain alcohol with syrup added to give it "smoothness" and coloring added to make it look like whiskey; or we may believe the federal chemist

Consumption Cured;
Gained 25 Pounds
The Doctor Diagnosed the Case as Tuberculosis
When Mrs. Fleming Was So Weak and Run-Down She Wasn't Able to Do Any Work—Duffy's Pure Malt Whiskey, the World's Greatest Medicine, Cured Her and Built Up Her Health and Strength—Her Weight Has Increased Twenty-Five Pounds.
In a recent letter she said: "I want to tell you what Duffy's Pure Malt Whiskey did for me; eighteen months ago I was so weak and run down, I wasn't able to do my work. I only weighed 10 pounds. The doctor said I had tuberculosis and I think he was right. I was advised to take Duffy's Pure Malt Whiskey and I did. Now I feel fine, do my own work, weigh 125 pounds, and I wouldn't be without a bottle of Duffy's Pure Malt Whiskey in the house; I can't praise it too highly."—Mrs. James W. Fleming, 911 South Weber Street, Colorado Springs, Colo.
When you feel weak and run down and all out of sorts, you need a pure tonic-stimulant that will build you up, enrich your blood, quicken your heart action and restore your strength in a gradual, healthy manner.
MRS. JAMES W. FLEMING.
Duffy's Pure Malt Whiskey
pure distillation of grain entirely malted. Overworked men, delicate women and sickly children, will find has been doing all this for the past fifty years. It is the result of years of careful work and is an absolutely in Duffy's Pure Malt Whiskey the health and strength-giving properties that are so necessary to them. It is a wonderful remedy in the prevention and cure of consumption, pneumonia, grippe, bronchitis, coughs, colds, asthma, malaria, low fevers, stomach troubles, and all wasting and weakening conditions, if taken as directed. It is recognized as a family medicine everywhere. You should have it in your home.
If in need of advice, write Medical Department, The Duffy Malt Whiskey Company, Rochester, New York, stating your case fully. Our doctors will send you advice free, together with a valuable illustrated medical booklet, containing some common sense rules for health which you cannot afford to be without, and some of the many thousands of gratifying letters from men and women in all walks of life, both old and young, who have been cured and benefited by the use of this great medicine, and who continue to enjoy good health. It is sold IN SEALED BOTTLES ONLY by druggists, grocers and dealers everywhere, or shipped direct. Price $1.00 per large bottle.
ABSOLUTELY PURE & UNADULTERATED
TRADE MARK
DAISY ESS
Cured

Another consumption-cure advertisement of the testimonial type.

who declared it simply "whiskey of a very poor quality"; or we may think that Chemist De Guehuee was right when he said it was "whiskey, with a little cane sugar added to it"; or we may prefer Dr. De Guehuee's later pronouncement that the stuff "is free from added sugar"; again we may feel that Dr. Curran's early declaration is worthy of attention and that Duffy's Malt Whiskey contains drugs and is "a medicine" or possibly we may take Dr. Curran's later statement that the product is merely a whiskey as defined by the Pharmacopeia. But whether we consider Duffy's Malt Whiskey a "patent medicine" or a low grade "booze" makes little difference. As we have said elsewhere: A high grade whiskey has but a limited place in therapeutics; Duffy's Malt Whiskey has none.—*(From The Journal A. M. A., Nov. 23, 1912.)*

A Repudiated Testimonial.—In the early part of 1906, the Duffy Malt Whiskey Company issued an advertisement in which appeared what purported to be a testimonial from Rev. James Stoddard of Perry, N. Y. According to the advertisement, the Rev. J. Stoddard was a "Doctor of Divinity" and a "great pulpit orator," who in writing the testimonial was "gratefully acknowledging the debt he owes to Duffy's Pure Malt Whiskey." Here is the letter published by the Duffy concern as having come from Stoddard:

PERRY, N. Y., Sept. 21, 1905.

My Dear Brother: "Yes, dear brother, it would give me lasting joy to be at your bedside through these long and trying days; to be able to minister to your physical wants, and to lead your thoughts along paths profitable alike to both of us. Alas, I cannot come to you, but I am comforted in knowing that the lung trouble is leaving you and that you are in good hands and have every care. Above all, that your doctors have found in Duffy's Pure Malt Whiskey the one medicine that is curing you. I am certain this preparation will continue to build you up, that it will put you on your feet again, as well and strong as you used to be.

You will remember the condition in which the closing months of the last year found me. My voice was gone, I suffered from chronic bronchitis, I was weak in body and slow of mind. When hope had all but vanished, a dear, old friend brought me Duffy's Pure Malt Whiskey. I took it according to directions, a dessertspoonful three times a day. You know full well what a cure was wrought in my case.

To-day I am strong, robust and healthy. My throat is completely cured, my voice restored. I am imbued with strength, energy and hope. My limbs of elasticity of youth, and I possess the exalted powers of mind and body. This and more I owe to Duffy's Pure Malt Whiskey, the purest and most effective medicinal preparation nature has produced. I bid you then to take courage.

Yours with warmest good wishes, REV. JAMES STODDARD."

A few weeks after the appearance of this advertisement in the newspapers of the country, the *Perry* (N. Y.) *Record,* a newspaper published in the city in which Mr. Stoddard was formerly a pastor, had something to say about what it termed the "contemptible trick" that had "been played upon Rev. James Stoddard." It appears that Mr. Stoddard's picture in the Duffy advertisement had caused much unfavorable comment in Perry, as well as in other places where he was known. To obtain the facts in the case, a resident of Perry wrote to Mr. Stoddard. Here is the reply that was received:

ROCHESTER, N. Y., Jan. 31, 1906.

Mrs. A. B. Andrews, Perry, N. Y.

Dear Madam: In reply to your letter of the 30th I would say that a great injustice has been done me. I never wrote that letter, as can be seen by the fact that I had left Perry 11 weeks before the date of it. I had no such sick friend, and it is not my mode of writing. I am no "D.D." and never was "a great pulpit orator."

The truth is, when I left Perry I had no means and went in search of work. I could find none in the church, so I tried other ways. At last a friend told me that I might be able to place on sale the mineral water which I discovered in the State of Wyoming, near Rock Springs, through the Warner Safe Cure Company.

This company is now owned by Duffy & Co. and is in the same building. A week later I was sent for and introduced to Mr. Duffy and son, whom I found to be very cordial. Then the man who sent for me told me that Mr. Duffy had three cousins in the Episcopal ministry, and so felt kindly disposed, and if I would accept copying work to be done at my home I could have it to do until I found something better. Afterward, the manager talked with me about the West and wished to see some of my illustrated addresses. He offered to buy one of them and wanted me to let my picture go with it. The next thing I learned was that the picture was used for an advertisement, which shocked me beyond anything ever before. I went immediately to President Duffy of the company, and he at once took action to prevent the publication from appearing again.

I was a fool to fall into such a trap and am being roundly abused. Such advertising agents are too sharp for the clergy. Perhaps Osler was right; when we cease to be young and active we ought to be chloroformed. We fall into traps. We are liable to have tricks played upon us, and what we say of water is used to puff up something else. But there is a just God, and he will take care of his old servants who have borne the burden and heat of the day.

Sincerely yours,

JAMES STODDARD.

Some More "Testimonials."—Some months ago a big display advertisement of Duffy's appeared in the newspapers. It was accompanied by a photograph of an old lady and by the old lady's testimonial. Here is the testimonial, with some of the comments on it that appeared in the "ad.":

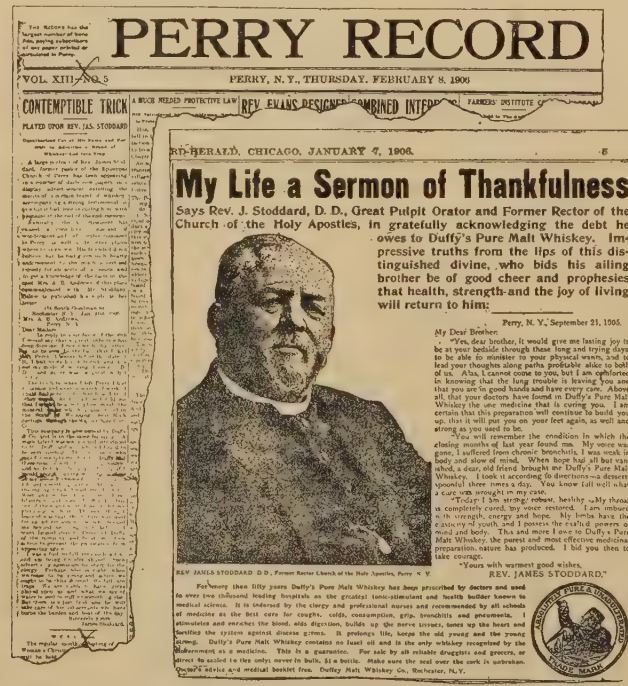
"A DEAR OLD SOUL ACTIVE AND HAPPY AT 106

"Mrs. Nancy Tigue, of Lafayette, Ind., Although in Her 106th Year, Says:

" 'I Really Don't Feel Like I'm a Day Over 60, Thanks to Duffy's Pure Malt Whiskey, Which Is the Real Secret of My Great Age, Health, Vigor and Content.'

"Mrs. Tigue Is Blessed with All Her Faculties and Does Exquisite Fancy Work Without Glasses. She is as Spry as Many Women Half Her Age.

"With the Help of the Invigorating and Life-Giving Powers of This Wonderful Medicine Mrs. Tigue says She Expects to Live Twenty-five Years Longer.



PERRY RECORD

VOL. XIII—NO. 5 PERRY, N. Y., THURSDAY, FEBRUARY 8, 1906

CONTEMPTIBLE TRICK PLAYED UPON REV. JAS. STODDARD

A MUCH NEEDED PROTECTIVE LAW

REV. EVANS DESIGNED COMBINED INTERD

FARMERS INSTITUTE

RD-HERALD, CHICAGO, JANUARY 7, 1906.

My Life a Sermon of Thankfulness

Says Rev. J. Stoddard, D. D., Great Pulpit Orator and Former Rector of the Church of the Holy Apostles, in gratefully acknowledging the debt he owes to Duffy's Pure Malt Whiskey. Impressive truths from the lips of this distinguished divine, who bids his ailing brother be of good cheer and prophesies that health, strength and the joy of living will return to him:

Perry, N. Y., September 21, 1905.

My Dear Brother.

"Yes, dear brother, it would give me lasting joy to be at your bedside through these long and trying days; to be able to minister to your physical wants, and to lead your thoughts along paths, probable alike to both of us. Alas, I cannot come to you, but I am comforted in knowing that the lung trouble is leaving you and that you are in good hands and have every care. Above all, that your doctors have found in Duffy's Pure Malt Whiskey the one medicine that is curing you. I am certain that this preparation will continue to build you up, that it will put you on your feet again, as well and strong as you used to be.

"You will remember the condition in which the closing months of last year found me. My voice was gone, I suffered from chronic bronchitis, I was weak in body and slow of mind. When hope had all but vanished, a dear, old friend brought me Duffy's Pure Malt Whiskey. I took it according to directions—a dessertspoonful three times a day. You know full well what a cure was wrought in my case.

"Today I am strong, robust, healthy—My throat is completely cured, my voice restored. I am imbued with strength, energy and hope. My limbs have the elasticity of youth, and I possess the exalted powers of mind and body. This and more I owe to Duffy's Pure Malt Whiskey, the purest and most effective medicinal preparation nature has produced. I bid you then to take courage.

"Yours with warmest good wishes,

REV. JAMES STODDARD."

REV. JAMES STODDARD D.D., Former Rector Church of the Holy Apostles, Perry N. Y.

For nearly then fifty years Duffy's Pure Malt Whiskey has been prescribed by doctors and used in over two thousand leading hospitals as the greatest tonic-stimulant and health builder known to medical science. It is indorsed by the clergy and professional nurses and recommended by all schools of medicine as the best cure for coughs, colds, consumption, grip, bronchitis and pneumonia. It stimulates and enriches the blood, aids digestion, builds up the nerve tissues, tones up the heart and fortifies the system against disease germs. It prolongs life, keeps the old young and the young strong. Duffy's Pure Malt Whiskey contains no fusel oil and is the only whiskey recognized by the Government as a medicine. This is a guarantee. For sale by all reliable druggists and grocers, or direct be sealed in the only never-in bulk. $1 a bottle. Make sure the seal over the cork is unbroken. Duffy's advice and medical booklet free. Duffey Malt Whiskey Co., Rochester, N.Y.

DUFFY'S PURE MALT WHISKEY TRADE MARK

Photographic reproductions, greatly reduced, of (1) a Duffy advertisement giving what purported to be a letter from the "Rev. J. Stoddard, D.D., Great Pulpit Orator,' and (2) of a portion of a newspaper, reproducing a letter from Mr. Stoddard in which he disclaims being either a "D.D.," a "great pulpit orator," or, in fact, the author of the letter published by the Duffy concern.

" 'I will be one hundred and six years old,' writes Mrs. Tigue, 'on the fifteenth of March, and really I don't feel like I am a day over sixty, thanks to Duffy's Pure Malt Whiskey. Friends say I look younger and stronger than I did 30 years ago. I have always enjoyed health and been able to eat and sleep well, though I have been a hard worker. Even now I wait on myself and am busy on a pretty piece of fancy work. My sight is so good I don't even use glasses. Am still blest with all my faculties. The real secret of my great age, health, vigor and content is the fact that for many years I have taken regularly a little Duffy's Pure Malt Whiskey, and it has been my only medicine. It's wonderful how quickly it revives and keeps up one's strength and spirits. I am certain I'd have died long ago had it not been for my faithful old friend "Duffy's." August 10, 1904."

"Duffy's Pure Malt Whiskey
"Is the Comfort and Support of Old Age.

"The sincere and grateful tribute of Mrs. Tigue to the invigorating and life-prolonging powers of Duffy's Pure Malt Whiskey is one of the most remarkable and convincing on record. She sews, reads and is dependent upon no one for the little services and attentions of old age. Mrs. Tigue's memory is perfect, and her eyes sparkle with interest as she quaintly recalls events that have gone down into history of the past hundred years. Instead of pining, as many women half her age, she is firm in the belief that with the comforting and strengthening assistance of Duffy's Pure Malt Whiskey she will live another quarter of a century."

These statements were so remarkable that we wrote to two physicians of Lafayette for facts. It seems that one of the Indianapolis newspapers published an item regarding Mrs. Tigue having reached her one hundred and fifth birthday, and evidently this was the cue for the Duffy exploiters. The following letter is from Dr. George F. Keiper, one of the councilors of the Indiana State Medical Association. As the eye and ear surgeon to St. Elizabeth's Hospital he visited that institution every day, which explains his personal knowledge of the case.

LAFAYETTE, IND., Nov. 18, 1905.

My Dear Doctor:—Yours of the 14th has been received; also a copy of an advertisement published in the newspapers last winter, which contains, among other matter, a photograph of Mrs. Nancy Tigue, and also, among other statements, the following: "Mrs. Nancy Tigue, of Lafayette, Ind. Although in Her 106th Year, Says: 'I Really Don't Feel Like I'm a Day Over 60, Thanks to Duffy's Pure Malt Whiskey, Which is the Real Secret of My Great Age, Health, Vigor and Content.'"

I have had several interviews concerning Mrs. Tigue and this testimonial. I have known the old lady for a number of years and, to my certain knowledge, she has never used alcoholics in any form. I used to see her every day at St. Elizabeth's Hospital. I interviewed Sister Bernardi, the Sister Superior of St. Elizabeth's Hospital, where Mrs. Tigue was for a number of years. The Sister Superior says that Mrs. Tigue never took any whiskey while there. I further asked Sister Benigna and Sister Aloysia and they both denied that she used Duffy's Malt Whiskey.

For the past three or four years Mrs. Tigue has been at St. Anthony's Home for the Aged, going there from St. Elizabeth's Hospital when the Home was opened. This Home is a branch of St. Elizabeth's Hospital. Sister Frances is in charge of the Home, and she told me that Mrs. Tigue has never taken a drop of any kind of whiskey while there.

I also saw her son, Mr. Michael Tigue. The advertisement of Duffy's Malt Whiskey filled him with indignation passing all bounds. He corroborated all that the Sisters told me, and he further told me that when this advertisement appeared, he had some sharp correspondence with the Duffy people.

The photograph used in the advertisement was obtained by a party who said he wanted to use it in one of the Indianapolis papers. Of course, misrepresentation was resorted to.

Concerning the testimonial: The man who obtained it, went to Mrs. Tigue and requested her to sign a testimonial concerning Duffy's Malt Whiskey, but she said she never used it, and the agent was told to see her son. The man then saw Mr. Michael Tigue, who refused to grant his request. The agent then took a notary public to the Home and represented to Mrs. Tigue that her son told her to sign the testimonial. Very truly yours,

GEORGE F. KEIPER.

Dr. W. W. Vinnedge is another Lafayette physician to whom we wrote. His letter we quote:

LAFAYETTE, Nov. 21, 1905.

Dear Doctor:—In response to your inquiries as to Mrs. Nancy Tigue of Lafayette, I beg to say that I investigated her case as to Duffy's Malt Whiskey somewhat less than a year ago. . . . This morning I found Mr. Michael Tigue, single, stone-cutter, ex-township trustee, 58 years old, son of Mrs. Nancy Tigue, and . . . he dictated and signed the enclosed statement. . . . You have been misinformed in one particular, Mrs. Tigue does not live in a home for feeble-minded, but in the Old People's Home, under the care of the Poor Franciscan Sisters. I visited her there twice in the early part of the past summer, saw her sitting by her bed fully dressed, saw her led across the floor by a Sister with a hand under her (Mrs. T's.) elbow, and she appeared to be nearly blind, as the Sister said. The old lady, however, is fairly intelligent, and while very senile in appearance talked understandingly. She and the Sister assured me that she drank no intoxicating drinks at all, and never had done so, and from their manner and words I saw that they thought the report ridiculous. I am sure that the old lady knows nothing at all about Duffy's Malt Whiskey.

As to the testimonial given by the old lady. About a year ago a young man from Indianapolis, a newspaper man, got off the train here one morning and called on Mr. Mike Tigue, and asked for a testimonial. Mr. Tigue gave him permission to see his mother, but refused the testimonial. The enterprising young man hired a horse and buggy from a livery stable, and taking Mr. Oscar Campbell, notary, Lafayette, drove out to the Old People's Home, about two miles, and saw the old lady, led her to think that her son Michael had sent them, that he wished her to sign the testimonial, which she did by making her mark, and without having a clear idea of the contents of her statement, and without having any idea at all of what use was to be made of it. You know the balance.

NO PAIN OR ACHE AT 105
Mrs. Louisa Cox Who Is 105 Years Old, Sleeps Like a Girl, and Says She Does Not Know What It Is to Have a Pain or Ache.
MRS. LOUISA COX.
Her Only Medicine Is DUFFY'S PURE MALT WHISKEY, "The Renewer of Youth."
Harrington, Maine, May 20, 1904
Gentlemen:—I am 105 years old. I am well, without a pain or ache. I sleep as well as I did when I was a girl. I use your whiskey and like it very much. Duffy's Pure Malt Whiskey is the only medicine I use. I get water from the well, bring in wood, and do my housework. Mrs. Louisa. Cox.
4,000 Centenarians Owe Health and Old Age to
Duffy's Pure Malt Whiskey
there are 4,000 men and women in this country alone who have passed the hundred year mark, and nearly every one of them has publicly acknowledged that he or she owes health, strength, continued use of all the faculties, and extreme old age to Duffy's Pure Malt Whiskey, the great cure and preventive of disease, the true elixir of life. We will send you free a booklet containing portraits and letters of many of these old people, and valuable medical information.
If you would be strong and vigorous, and able to enjoy the work and pleasures of life to the fullest; if you would live to ripe old age without aches and pains, take Duffy's Pure Malt Whiskey as directed and avoid all drugs. Doctors say it's the most powerful aid they have in fighting and curing diseases of throat, lungs and stomach, low fevers and all weakening, wasting, nervous, run-down, diseased conditions from whatever cause.
It acts quickly and builds up the whole system. Duffy's Pure Malt Whiskey is used exclusively in leading hospitals. The old reliable family remedy of hundreds of thousands for over fifty years. Its purity is vouched for by chemists, and by the fact that it's the only whiskey recognized by the government as a medicine.
Every testimonial is published in good faith and guaranteed.
ABSOLUTELY PURE & UNADULTERATED
TRADE MARK
AVOID SUBSTITUTES.
Be sure you get the genuine Duffy's Pure Malt Whiskey, sold in bottles only, by all reliable druggists and grocers or direct, price $1.00. It is the only absolutely pure medicinal Whiskey and contains no fusel oil. Look for the trade-mark, the "Old Chemist," on the label, and be certain the seal over the cork is unbroken.
Duffy Malt Whiskey Co., Rochester, N. Y.

Photographic reproduction of a Duffy advertisement giving what purported to be a testimonial from Mrs. Cox of Harrington, Me. Investigation indicated that Mrs. Cox could neither read nor write and had never taken either Duffy's whiskey or any other whiskey.

Later, as I am informed, Mr. Michael Tigue wrote, or caused his attorneys, Messrs. Kumler & Gaylord, Lafayette, Ind., to write to the Duffy Malt Company protesting against the use of his mother's name, forbidding it. Finally, he told me today, the firm quit publishing her picture and statement in the newspapers, but it is in press and will appear in Duffy's book soon; they could not "cut it out" of that at this stage. If you wish any additional information and will indicate what it is, I will be very pleased to try to get it and to help along the good work in which you are engaged. Very truly yours,

W. W. Vinnedge.

The following is the statement referred to, made by Mr. Tigue:

Lafayette, Nov. 21, 1905,

To Whom it May Concern:—I am the son of Mrs. Nancy Tigue, who is now an inmate of the St. Anthony's Home, and I am 58 years old. My mother is one hundred and five

years old, was born in Ireland. Our home is, or was, 413 S. 1st St., Lafayette. Mother is almost blind, and she has been cared for by the Sisters about four years—one year at the Old People's Home. My mother never drank any intoxicating drinks at all. She does not know what Duffy's Malt Whiskey is. She was imposed on in order to obtain the advertisement of Duffy's Malt Whiskey, being nearly blind was influenced to sign a false affidavit by Duffy's solicitor, which was published without our knowledge or consent.

MICHAEL G. TIGUE.

CENTENARIAN FEELS LIKE A GIRL

A "companion piece" to the above is the picture and testimonial of Mrs. Louisa Cox of Harrington, Maine. This is still appearing in the newspapers, or was a month ago. Here is the testimonial as it appeared in the newspapers:

"*Gentlemen:*—I am 105 years old. I am well, without a pain or ache. I sleep as well as I did when I was a girl. I use your whiskey and like it very much. Duffy's Malt Whiskey is the only medicine I use. I get water from the well, bring in wood, and do my housework.

MRS. LOUISA COX.

The advertisement is accompanied with the usual extravagant claims and statement, but we have only space for one quotation. In this advertisement we are told that:

"There are 4,000 men and women in this country alone who have passed the hundred year mark, and nearly every one of them has publicly acknowledged that he or she owes health, strength, continued use of all the faculties, and extreme old age to Duffy's Pure Malt Whiskey, the great cure and preventive of disease, the true elixir of life."

Four thousand people in this country over 100 years old have publicly acknowledged that they use Duffy's Malt Whiskey!! We wrote to Dr. E. A. White, Columbus Falls, Maine, and asked him to investigate the case. Dr. White replies as follows:

COLUMBIA FALLS, ME., Nov. 11, 1905.

Dear Doctor:—In accordance with your request I went to the home of Mrs. Lovisa Cox (not Louisa as appears in the advertisement). She tells me she will be 107 the 12th of January, 1906. She says she never took Duffy's Pure Malt Whiskey or any other whiskey in her life. Never took but very little medicine any way. Her daughter, Eliza A. Shaw, with whom the old lady lives, verified the statement. You will notice a statement from her on the back of your enclosed letter. She knows about the advertisement which has appeared in the *Bangor Commercial*, a paper printed in Bangor, Maine. She has been interviewed a number of times about the matter and always denied it. Calls it a lie. The advertisement is in the *Bangor Commercial* now, same as the one you sent me. An article came out in the *Bangor News*, another paper printed in Bangor, Maine, denying the statement of the old lady's appearing in ad. of the *Commercial*. The old lady can neither read nor write, so if she made her cross (x) under any statement she would have no way of knowing really what it contained, thereby giving some unscrupulous person a chance to deceive her. I do not think this was even done. I do not charge you anything for my trouble; am only too glad to help you to unearth such frauds. Let me know if you need anything more. Yours,

E. A. WHITE.

On the back of the letter to Dr. White is written with pencil the following:

This is to certify that I, Eliza A. Shaw, daughter of Mrs. Lovisa Cox, know that my mother never has taken Duffy's Malt Whiskey, or any other whiskey for medicine.

Witness: SUSIE A. SHAW. ELIZA A. SHAW.

A letter to the postmaster of Harrington, Maine, brought the following reply:

HARRINGTON, ME., Nov. 13, 1905.

Dear Sir:—Relative to enclosed ad. would say that party in question has never used liquor in any form and can secure her affidavit to that effect if you care to bear the expense. Party lives some four miles from town; it would be necessary to drive out in order to interview her. Yours,

WM. N. DYER, P. M.

Those who want further information regarding the character of the Duffy testimonials should refer to the articles in *Collier's*. For the wonderful virtues of Duffy's Malt Whiskey, as a medicine, we respectfully refer to the advertisements appearing in the newspapers of the country.—*(Modified from The Journal A. M. A., Dec. 16, 1905.)*

EATONIC

"Eatonic" is "distributed" by the Eatonic Remedy Co., Chicago. If one believes the claims of the Eatonic concern—and we do not recommend this—"the Advanced Scientific Thought of the Medical World has been called upon to produce Eatonic"! Here are some of the claims made for Eatonic in newspaper advertisements, which, by the way, are not subject to the penalties which control claims made for medicinal products on the trade packages:

"INSTANTLY relieves HEARTBURN, BLOATED, GASSY FEELING, STOPS acidity, food repeating, and stomach misery."

"AIDS digestion; keeps the stomach sweet and pure."

"Eatonic is the BEST remedy . . ."

"Sponge up the excess acids and poisonous fluids from the stomach by chewing these compressed compounds—stomach pains guaranteed to leave at once."

"Removes Indigestion, Bloat, Heartburn, etc."

In the trade-package the claims are more cautious. We do not find there that it "instantly relieves heartburn, bloated, gassy feeling," etc., but we do find:

"Intended for the relief of . . . Heart Burn . . . Gassy, Windy, Bloated Stomach . . ."

Which, of course, is different! The Eatonic Remedy Co. might say with equal safety that their tablets were "intended for" the reduction of the national debt, or the repairing of automobile tires. There is nothing to prevent a manufacturer from declaring what his product is "intended for." And who could resist the lure of this:

"Be a good liver—while you live. You don't have to live on a Death Diet, but eat what you like and be normal. Remember, Eatonic drives the gas out of your body—and the bloat goes with it. It stops the super-acidity—that is, too much acid—that causes nearly all stomach trouble."

At the request of the Propaganda Department, the Association's laboratory took up Eatonic for investigation. Here is its report:

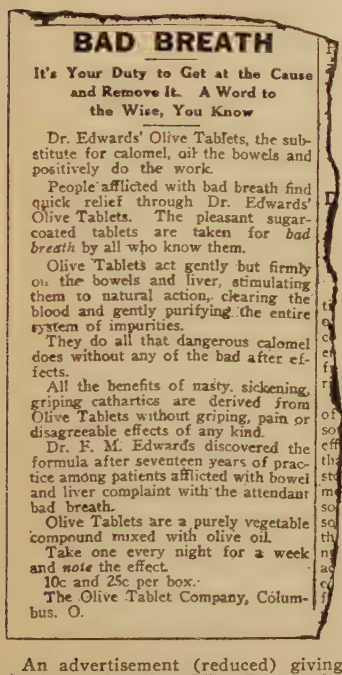
LABORATORY REPORT

Eatonic is in the form of black, uncoated tablets, having a mintlike odor, and a sweet and mintlike taste. Each tablet is stamped "Eatonic" and each weighs about 27.4 grains. A qualitative examination showed Eatonic to contain calcium, magnesium, carbonate, sugar, charcoal and silica or a silicate. The odor and taste suggested peppermint. As no soluble carbonate could be detected, the calcium and carbonate are probably present as calcium carbonate. The qualitative examination indicates that Eatonic is composed of calcium carbonate, charcoal, sugar, and oil of peppermint as flavoring. From this examination, and from the quantitative determinations carried out, we conclude that Eatonic is essentially calcium carbonate 20 parts, sugar 55 parts, charcoal 12 parts in a hundred. The remainder is flavoring, and material undetermined. Each tablet contains approximately 5.5 grains calcium carbonate, 15 grains sugar, and 3.25 grains charcoal.

This, then, is the best that the "Advanced Scientific Thought of the Medical World" could do:

Calcium carbonate (chalk)	5½ grains
Sugar	15 grains
Charcoal	3¼ grains

Surely the labors of such a mountain have brought forth a ludicrously insignificant mouse! Summed up, it may be said that "Eatonic" is a simple and innocuous tablet of the antacid type. It will do nothing that cannot be done equally well by the well-known "sodamint tablets." The latter, being nonproprietary, and therefore competitive, are sold at a fraction of the cost of "Eatonic" while the incentive to force them on the public under false and misleading claims is reduced to a minimum.—*(From The Journal A. M. A., Sept. 21, 1918.)*



BAD BREATH

It's Your Duty to Get at the Cause and Remove It. A Word to the Wise, You Know

Dr. Edwards' Olive Tablets, the substitute for calomel, oil the bowels and positively do the work.

People afflicted with bad breath find quick relief through Dr. Edwards' Olive Tablets. The pleasant sugar-coated tablets are taken for *bad breath* by all who know them.

Olive Tablets act gently but firmly on the bowels and liver, stimulating them to natural action, clearing the blood and gently purifying the entire system of impurities.

They do all that dangerous calomel does without any of the bad after effects.

All the benefits of nasty, sickening, griping cathartics are derived from Olive Tablets without griping, pain or disagreeable effects of any kind.

Dr. F. M. Edwards discovered the formula after seventeen years of practice among patients afflicted with bowel and liver complaint with the attendant bad breath.

Olive Tablets are a purely vegetable compound mixed with olive oil.

Take one every night for a week and *note* the effect.

10c and 25c per box.

The Olive Tablet Company, Columbus, O.

An advertisement (reduced) giving the impression that Olive Tablets depend for their action largely on the olive oil they were said to contain. They are practically devoid of oil and depend, essentially, for their action on aloes.

EDWARDS' OLIVE TABLETS

Dr. Edwards' Olive Tablets are purgative pills sold under claims that are either directly or inferentially misleading. The public is given the impression both by the name of the preparation and by the claims in the advertising that these pills owe their value to the presence of olive-oil. For instance:

"They oil the bowels."

"They are a purely vegetable compound mixed with olive-oil."

"A combination of vegetable materials mixed with olive-oil."

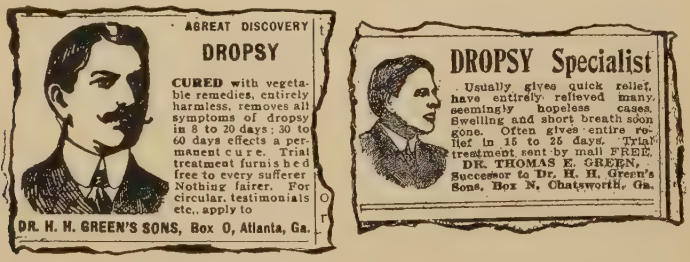
They are also referred to as "olive-oil colored" tablets—a misnomer as the pills are a vivid green. They are very small and a dose consists of one or two tablets. If they were composed wholly of olive-oil, the amount of oil taken at the dose would be so absurdly small as to be negligible and worthless for the purpose recommended. As a matter of fact, instead of being composed of oil they are hard, black, green-coated tablets. Cursory tests in the Association's laboratory indicated that they were essentially an aloes pill, although they go to the public as "a new laxative."—(*From The Journal A. M. A., May 3, 1913.*)

GREEN'S DROPSY REMEDY

For some years THE JOURNAL has been receiving inquiries regarding "Green's Dropsy Remedy," put on the market by "Dr. H. H. Green's Sons," Atlanta, Ga. It is now sold by Dr. Thomas E. Green, who claims to be a successor to "Dr. H. H. Green's Sons," and it now comes from Chatsworth, Ga.

The business is a mail-order one. As with others of a similar type, the advertising claims in the past few years have undergone the usual modifications from the "lie direct" to the "lie with circumstance" as the following quotations —italicized by us—will show:

OLD CLAIMS	RECENT CLAIMS
"Dr. H. H. Green's Sons *Cure* Dropsy In All Its Various Forms.	"Dr. H. H. Green's Sons *Treat* Dropsy In All Its Various Forms."
"Have *cured* many thousand cases after having been pronounced *utterly* hopeless by eminent physicians."	"Have *relieved* many thousand cases after having been pronounced *almost* hopeless by eminent physicians."
"The Only Reliable and Successful Dropsy Treatment Known."	[Statement eliminated.]
"We have *cured thousands* of seemingly hopeless cases."	"We have *relieved hundreds* of seemingly hopeless cases."
"We have *cured* many patients after the family doctor had said there was *no* hope for recovery."	"We have entirely *relieved* many patients after the family doctor has said there was *little* hope for recovery."


A GREAT DISCOVERY
DROPSY
CURED with vegetable remedies, entirely harmless, removes all symptoms of dropsy in 8 to 20 days; 30 to 60 days effects a permanent cure. Trial treatment furnished free to every sufferer. Nothing fairer. For circular, testimonials etc., apply to
DR. H. H. GREEN'S SONS, Box 0, Atlanta, Ga.
Or
DROPSY Specialist
Usually gives quick relief, have entirely relieved many seemingly hopeless cases. Swelling and short breath soon gone. Often gives entire relief in 15 to 25 days. Trial treatment sent by mail FREE.
DR. THOMAS E. GREEN,
Successor to Dr. H. H. Green's Sons, Box N, Chatsworth, Ga.

Facsimiles (reduced) of old and more recent advertising.

The methods by which the Green concern gets in touch with prospective purchasers are the usual ones: Advertisements in the cheaper grades of magazines and in not-too-particular newspapers. In some cases advertising booklets have been mailed to small towns in various parts of the country addressed to "The Mayor or Any Minister of the Gospel." Those who answer the advertisements (which offer "a free trial treatment") are sent a question blank which must be filled in and returned before the sample is sent. With the sample is a statement to the prospective purchaser to the effect that if he wishes to take a course of "regular treatments" these will cost $10 or $15 each, as the case may be.

The "treatment" itself comes in the form of large black balls or boluses which when first sent out are moderately soft but become harder on keeping. One treatment seems to consist of six large boluses and six small ones—even the small ones are heroic in size. In addition, some purchasers receive "Tonic Tablets." The purchaser is directed to take "a large ball dissolved in a little water at nine o'clock at night and a small ball at midnight." At six o'clock the next morning and *every hour* thereafter until eleven a. m. a substantial dose of Epsom salt is to be taken in quantities sufficient to create a large number of bowel movements. This dosing is to be repeated "every other night and day until all dropsical accumulation is removed from the system"! The boluses and tonic tablets were examined in the Association's laboratory with the following results:

LABORATORY REPORT

"One 'treatment' of Green's Dropsy Remedy, consisting of large balls or boluses, small balls or boluses and 'Grey Tonic Tablets' was examined. The small balls and the large balls appear to be of the same composition. The masses are brownish-black in color. When first received they were of about the consistence of a stiff pill mass but they became harder on keeping. Iodids, alkaloids, emodin-bearing drugs and magnesium sulphate were absent. The boluses yielded about 4.2 per cent. of ash in which were found iron, calcium, a sulphate and a phosphate, each in small amounts. Microscopic examination revealed the presence of a vegetable drug which appeared to be powdered squill. The preparation contained a considerable amount of dark colored extractive but this could not be identified. It was darker in color than would be expected from squill. It resembled licorice extract but tests for glycyrrhiza were negative. Reducing sugars were present.

"Examination of the 'Grey Tonic Tablets' failed to reveal any potent drug except an iron salt, equivalent to about 2.65 per cent. of iron. The iron was present in both the ferric and ferrous condition, which would warrant the suspicion that dried ferrous sulphate is the salt used in the manufacture of the tablets. Large quantities of starch and calcium sulphate were present. Alkaloids, iodids and emodin-bearing drugs were absent.

"To sum up: The boluses, large and small, appear to contain powdered squill as the chief medicinal ingredient. The tablets contain an iron salt probably dried ferrous sulphate, as the chief medicinal ingredient."

Obviously there must be no small amount of danger for a person in a dropsical condition to dose and drastically purge himself. Yet, as in all cases of self-dosing, accidents that might follow would seldom be reported and in many instances might be suppressed by relatives who shunned publicity. One physician has reported that he had seen two patients in a state of collapse after taking the Green treatment—whether from the purging or the Green nostrum he was unable to say. Some years ago a newspaper reported the sudden death of a woman following the Green treatment but the coroner's inquest failed to elicit sufficient evidence to place the responsibility for the death on the Green product. No necropsy or analysis was made in the case. In the case of another woman who also died suddenly while taking the Green dropsy cure, the local health office sent Green a death certificate advising him that the family declared that he was treating the woman at the time of her death. The only information given in the certificate as returned was the name and age of the woman and the statement that the primary cause of death was "Heart and Kidney trouble producing Anasarca."

Whatever part the Green "cure" may have played in these cases, one thing is certain: The product is one that has no legitimate place among home remedies. The public does not realize that dropsy is a symptom and not a disease and usually a symptom of serious import. For a person suffering from either heart or kidney trouble to attempt to treat himself with powerful drugs for the dropsical condition that may follow is the height of unwisdom. The idea that such serious conditions can safely and intelligently be handled on the mail-order plan without any physical examination of the patient or even seeing the patient is, of course, preposterous.—*(From The Journal A. M. A., March 6, 1920.)*

HALL'S CATARRH CURE

"Hall's Catarrh Cure" is well known to readers of THE JOURNAL. This mixture of alcohol, potassium iodid, sugar and small amounts of some vegetable extractives has for many years been advertised under the claim that its manufacturers would pay "$100 Reward for any Case of Catarrh that can't be cured" by it. It was the manufacturer of "Hall's Catarrh Cure," Cheney, a power in the "patent medicine" world, who devised the "Red Clause." Mark

Sullivan showed in *Collier's*, how this clause, when introduced into the advertising contracts made by "patent medicine" manufacturers with newspapers, effectually whipped the papers into line to defeat any public health legislation that might be inimical to the "patent medicine" business.

Long after the word "cure" had been taken off the labels and trade packages of the "patent medicines" made by the smaller fry in the nostrum world "Hall's Catarrh Cure" blatantly continued to defy the federal authorities. It is only within comparatively recent times that the name of the nostrum has been changed to "Hall's Catarrh Medicine" and this, as THE JOURNAL pointed out not long ago, only in the United States. It is still a "cure" in Canada!

The utter worthlessness of the hundred dollar "guarantee" to "cure catarrh" has been commented on before. Some years ago THE JOURNAL recounted the case of a man who, after taking twenty-six bottles of "Hall's Catarrh Cure" declared that he was worse instead of better and asked for the hundred dollars. F. J. Cheney & Co.'s reply was that they would "not feel at all justified in refunding the money paid for this trial [!] of the medicine" as "many cases require much more than you have taken for a cure"! Nearly three years ago we received a letter from a man who claimed to have taken thirteen bottles without results. He had written, he said, to the Cheney concern asking, not for the hundred dollars reward, but "for only one-half the price of the medicine." But: "They will not return a cent." The man was even so unsophisticated as to complain to his two home papers, that were carrying the Hall "guarantee," and expressed surprise that he was unable to get any satisfaction and, in fact, "the deceitful advertisements still appear in both papers." Now come some letters from a Canadian, which speak for themselves:

AMERICAN MEDICAL ASSOCIATION,

Dear Sirs:—I heard of your Association through a circular published by the Metropolitan Life Insurance Co. I have catarrh and last July I commenced taking Hall's Catarrh Cure. After taking thirty (30) bottles of this medicine and receiving no benefit whatever, I wrote F. J. Cheney & Co. *re* their guarantee. They sent me the enclosed letter dated Dec. 7, 1917.

I answered this and received the one dated December 20, 1917. After some inquiry, I discovered that they could not advertise this medicine as a "cure" in the U. S. A., therefore, it is "Hall's Catarrh Medicine." I wrote and told them all this and also that it would not cure catarrh, and asked them to live up to the terms of their guarantee. In answer I received the letter dated March 7, 1918. I am writing them today enclosing a druggist's certificate that I bought and paid for the medicine, and a certificate from a local doctor that I am suffering from nothing except catarrh. I also told them I was taking the matter up with your Association.

Any information which you might give me as to how to proceed would be appreciated. Can you tell me who to write to in the State Legislature in the Capital of Ohio?

Here is the letter of December 7, referred to above, received from F. J. Cheney & Co.:

Dear Sir: It is very seldom that anyone takes as much medicine as you claim without deriving some benefit from its use. The only way we can account for this is that your trouble is complicated with some other disease, which, however slight, tends to retard the action of the medicine.

Hall's Catarrh Cure will do what we claim for it—cure catarrh or deafness caused by catarrh—and if your trouble is wholly catarrhal, we can see no reason why you as well as so many others cannot be cured by its use. Yours, F. J. CHENEY & Co.

Here is the second letter, that of December 20:

Dear Sir: As before stated, while many cases of catarrh have been greatly relieved by the amount of Hall's Catarrh Cure which you have taken, others require long continued treatment as cases vary and the medicine does not act alike upon all persons.

Hall's Catarrh Cure will do what we claim for it—cure catarrh or deafness caused by catarrh. We do not claim to cure any other disease.

In your case, we would suggest that you increase the dose and see if you can obtain more relief from the larger doses. Of course, if the stomach should become deranged, decrease the dose. The addition of a third teaspoonful of ordinary baking soda in the water in which the medicine is taken is sometimes greatly beneficial.

Our guarantee is just as advertised. Yours, F. J. CHENEY & Co.

The last letter, that of March 7 and the gem of the collection, follows:

Dear Sir: We have gone over your correspondence carefully and cannot find wherein you have stated anything whatever about your case. Kindly write us fully stating symptoms of the disease, action of the medicine upon you, when you commenced taking Hall's Catarrh Medicine and when you discontinued its use.

In regard to our guarantee, will say that we require that the patient prove that he has catarrh not complicated with any other disease; that he has taken strictly according to directions a sufficient number of bottles of Hall's Catarrh Medicine to cure his particular case and that he has not been cured. We believe that these restrictions are fair and are only such as would be required in any business transaction.

Hall's Catarrh Cure and Hall's Catarrh Medicine are one and the same. The name will be changed in Canada as soon as our advertising can be changed. Yours,

F. J. CHENEY & Co.

One gathers from the last letter of F. J. Cheney & Co. that before a victim can get his hundred dollars he has to prove (1) that he has taken enough Hall's Catarrh Cure "to cure his particular case" and (2) that his particular case "has not been cured"! Did ever a thimble rigger, caught at cheating, put up a flimsier defense?

Our Canadian correspondent's request that we suggest some one in the Ohio State Legislature to whom he might write relative to the matter discussed must, perforce, remain unanswered. Long experience has shown that state legislators are strongly averse to doing anything that will hurt local industries, especially when such industries are extensive advertisers in the local newspapers.

The information contained in the closing paragraph of the Cheney letter to the effect that Hall's Catarrh Cure and Hall's Catarrh Medicine are one and the same and that the Canadian labels will, before long, more nearly tell the truth, is interesting. We wonder whether the Cheney concern will also take off the Canadian label the hundred dollar "guarantee" which now appears on it. This guarantee does not appear on the United States label. Possibly the fact that the federal Food and Drugs Act makes lying on the label irksome may have something to do with it.—(*From the Journal A. M. A., April 13, 1918.*)

LANE'S ASTHMA CURE

In certain cheap weeklies and in some not-too-particular newspapers, one may find advertisements in large blackfaced type announcing: "Asthma Cured Before You Pay," in which D. J. Lane, St. Marys, Kan., offers to "send you a $1.25 bottle of Lane's Treatment on free trial." Other advertisements headed either "Discovered *Cure* for Asthma," or "Discovered *Remedy* for Asthma," as the advertising rules of the publication may require, assert that a "Kansas Chemist" has discovered a "simple home remedy for asthma" which has "easily cured" those "who had been suffering from asthma for forty years."

In earlier days, "Lane's Asthma Treatment" used to be "Lane's Asthma Cure," and long after the federal Food and Drugs Act was enacted, which penalizes false claims made on the trade package, the same false claims were made in other advertising paraphernalia—not subject to the law—which Lane used in his mail-order quackery.

"Lane's Treatment" was purchased and submitted to the Association's Laboratory. The chemists' report follows:

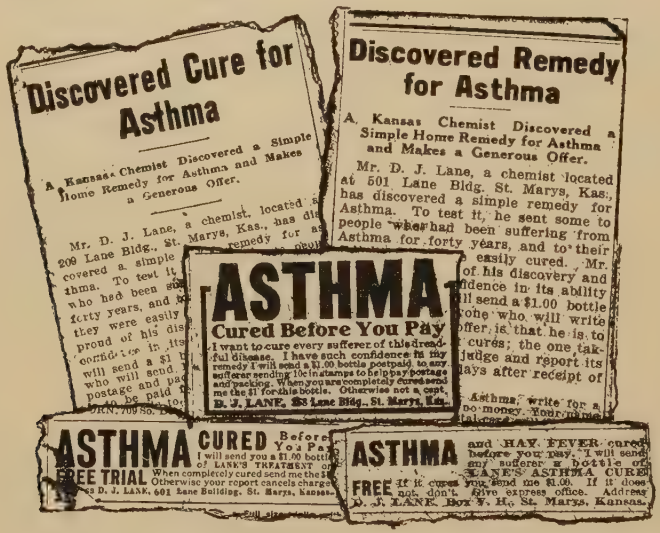
LABORATORY REPORT

"Lane's Treatment, Double Strength, for Asthma and Hay Fever," a specimen of which was recently examined in the A. M. A. Chemical Laboratory, was a brown liquid containing suspended matter, and having an aromatic odor and a bitter, gentian-like taste. The specific gravity of the liquid was 1.0471.

"Twelve and a half per cent. of alcohol, or less," was declared on the label. Qualitative tests indicated the presence of alcohol, calcium, iodid, sugar and vegetable extractives. Most of the sugar present was in a form which directly reduced Fehling's Solution (such as glucose), although a small amount had the characteristics of sucrose (cane or beet sugar). In an older specimen, which had been in the A. M. A. files for some time, the sugar was wholly sucrose. No alkaloidal or emodin-bearing (laxative) drugs were present. Quantitative determinations gave the following results:

	Per Cent.
Alcohol, by volume	11.30
Calcium (Ca^{++}), by weight	0.59
Iodin (present as Iodid-I^-), by weight	3.26
Ash, by weight	2.05
Sugar (Direct Reduction calculated as dextrose), by weight	5.93
Total Sugar (After Inversion calculated as dextrose), by weight	6.36

The examination indicated that each 100 c.c. (approximately 3⅓ fluid-ounces) contained 11.3 c.c. (about four teaspoonfuls) of alcohol, 3.96 grams (60.8 grains) of anhydrous calcium iodid (CaI_2) and 6.66 grams (about 102 grains) of sugar, chiefly dextrose.


Discovered Cure for Asthma
A Kansas Chemist Discovered a Simple Home Remedy for Asthma and Makes a Generous Offer.
Discovered Remedy for Asthma
A Kansas Chemist Discovered a Simple Home Remedy for Asthma and Makes a Generous Offer.
ASTHMA
Cured Before You Pay
ASTHMA CURED Before You Pay
FREE TRIAL
ASTHMA
FREE

Reproduction (reduced) of advertisements of Lane's Asthma Cure of various dates.

It will be seen by the chemists' report that Lane's "wonderful discovery for asthma" is essentially a solution of iodids in alcohol and water with vegetable extractives. Each dose of Lane's preparation contains approximately 2.5 grains of calcium iodid. This gives a daily dosage which is equivalent to 11.3 grains of potassium iodid. Iodids, of course, have been used for years by the medical profession in the treatment of certain forms of asthma. Under careful supervision the use of iodids in selected cases of asthma may give satisfactory results. Self-dosing with iodids, however, especially in cases in which the conditions may or may not indicate this drug, is by no means free from danger. Long continued use or overdosing may bring about symptoms of iodism with edematous conditions of the larynx that may seriously interfere with respiration, even to the point, occasionally, of necessitating tracheotomy and in rare instances, causing death. Even where the symptoms are not so severe there may be skin eruptions, frontal headache, sore throat, neu-

ralgic pains, anemia, etc. It is hardly necessary to say that in the exploitation of Lane's nostrum there is no warning of such danger.—*(From The Journal A. M. A., May 10, 1919.)*

LAXATIVE BROMO QUININE

"Laxative Bromo Quinine," which for years has been falsely advertised under the claim that it "Cures a Cold in One Day," is put on the market by the Paris Medicine Company, St. Louis. Apparently, the business was founded by one E. W. Grove, president of the concern, who is said to have amassed a fortune in the business. As one newspaper has said, the Paris Medicine Company "has changed its promoter from a salaried drug clerk to a multimillionaire in twenty years' time." In addition to Laxative Bromo Quinine, the Paris Medicine Company also puts on the market "Dr. Porter's Antiseptic Healing Oil," "Pazo's Pile Ointment" and "Grove's Pepsin Coffee." While Laxative Bromo Quinine is sold as a "headache remedy," "Grove's Pepsin Coffee" is sold under the claim that it is "the only harmless headache remedy"!

Some of the claims that have been, or are being made for Laxative Bromo Quinine are, in addition to the slogan already quoted:

"Cures Grippe—prevents Grippe."
". . . removes the cause of Colds, Coughs, Headache, Neuralgia, Grippe, Feverish and Malarious Conditions. . . ."
"The quinine that does not affect the head."
"Laxative Bromo Quinine will be found better than the ordinary quinine."
"Relieves a Cold in the Head in the shortest possible time."
"For Colds, Coughs, La Grippe, Bronchitis, Catarrh and Headache."
"An Improved Quinine, Does Not Cause Nervousness Nor Ringing in the Head."

Laxative Bromo Quinine was subjected to analysis in the Association's laboratory. The report of analysis may be summarized as follows:

LABORATORY REPORT

Laxative Bromo Quinine comes in the form of light brown tablets, possessing a faint odor and a bitter, rather sharp taste. Each tablet is stamped with the letters "L. B. Q." Qualitative tests showed the presence of aloin or aloes, quinin or cinchona alkaloids, phenacetin, caffein, starch, small quantities of chlorid and sulphate and a trace of bromid. Quantitatively, the tablets were found to have:

Phenacetin	44.78 per cent.
Caffein	4.33 per cent.
Quinin (or cinchona alkaloids)	8.91 per cent.
Starch	17.58 per cent.
Ash	5.00 per cent.
Bromid (Br')	0.51 per cent.
Chlorid (Cl')	0.40 per cent.
Sulphate (SO_4'')	0.20 per cent.
Aloin or aloes, and undetermined (by diff.)	18.29 per cent.

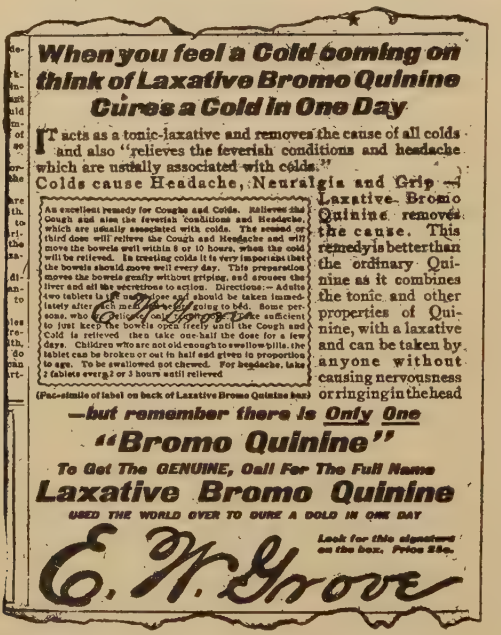
From the analysis it is concluded that Laxative Bromo Quinine is a mixture consisting mainly of phenacetin and aloin, with smaller quantities of caffein and quinin and only a trace of bromid.

Based on the foregoing, it appears that each tablet of Laxative Bromo Quinine (weighing 4⅓ grains) contains, as its essential ingredients:

Phenacetin (about)	2 grains
Caffein	⅓ grain
Quinin or cinchona alkaloids	⅔ grains
Aloin or aloes	Undetermined

While the name "Bromo Quinine" naturally gives the impression that bromin and quinin are the important ingredients, analysis shows that the bromid content is only 1/200 of the whole and corresponds to only about 1/30 of a grain of potassium bromid or 1/600 part of the pharmacopeial dose.

The formula for Laxative Bromo Quinine Tablets, apparently, was changed about the time the federal Food and Drugs Act went into effect. At any rate, an analysis made for the American Medical Association in 1905 indicated that, in addition to the laxative principle, the tablets contained acetanilid, quinin sulphate and caffein. No trace of bromin was found at that time. An analysis made by the state chemists of North Dakota, and published in the *Annual Report of the North Dakota Agricultural Experiment Station* for 1907, also failed to disclose the presence of bromin. According to this report,


When you feel a Cold coming on
think of Laxative Bromo Quinine
Cures a Cold in One Day
It acts as a tonic-laxative and removes the cause of all colds and also "relieves the feverish conditions and headache which are usually associated with colds."
Colds cause Headache, Neuralgia and Grip — Laxative Bromo Quinine removes the cause. This remedy is better than the ordinary Quinine as it combines the tonic and other properties of Quinine, with a laxative and can be taken by anyone without causing nervousness or ringing in the head
An excellent remedy for Coughs and Colds. Relieves the Cough and also the feverish conditions and Headache, which are usually associated with colds. The second or third dose will relieve the Cough and Headache and will move the bowels well within 8 or 10 hours, when the cold will be relieved. In treating colds it is very important that the bowels should move well every day. This preparation moves the bowels gently without griping, and arouses the liver and all the secretions to action. Directions:—Adults two tablets to be taken at one dose and should be taken immediately after each meal, especially going to bed. Some persons, who [illegible] take sufficient to just keep the bowels open freely until the Cough and Cold is relieved then take one-half the dose for a few days. Children who are not old enough to swallow pills, the tablet can be broken or cut in half and given in proportion to age. To be swallowed not chewed. For headache, take 2 tablets every 2 or 3 hours until relieved
(Fac-simile of label on back of Laxative Bromo Quinine box)
—but remember there is Only One
"Bromo Quinine"
To Get The GENUINE, Call For The Full Name
Laxative Bromo Quinine
USED THE WORLD OVER TO CURE A COLD IN ONE DAY
Look for this signature on the box. Price 25c.
E. W. Grove

Typical advertisement of Laxative Bromo Quinine.

when the North Dakota authorities notified the Paris Medicine Company of the results of their analysis, the company stated that previous to the enactment of the federal Food and Drugs Act "they used the combined alkaloids of cinchona . . . as found in the cinchona bark, but were advised by the government to use some form of bromid in their preparation, and that they had since been using the bromid and quinin." The North Dakota chemists were thereon furnished a sample of the "New product," which "on analysis showed the presence of a small amount of quinin and bromin."

The manufacturers of Laxative Bromo Quinine try to make the public believe that this product is "an improved quinin" and "better than the ordinary quinin" as well as "the quinin that does not affect the head." The real reason, of course, that Laxative Bromo Quinine Tablets do not affect the system in the same way as ordinary quinin is that there is practically no quinin present. While the average dose of alkaloidal quinin is 4 grains, the

amount of this substance in Laxative Bromo Quinine is but 2/5 of a grain. Put another way it means that, in order to get an ordinary pharmacopeial dose of quinin, it would be necessary to take ten Laxative Bromo Quinine tablets, and if this were done, the person taking it would get 20 grains of phenacetin, a dangerously large dose.

Again referring to the disparity between the composition of this preparation and the name, it is worth noting that one of the rulings made by the officials who are intrusted with the enforcement of the federal Food and Drugs Act, declares that "an article containing more than one . . . active medicinal agent is misbranded if named after a single constituent." As the active medicinal agents in Laxative Bromo Quinine are not bromid or quinin but rather phenacetin and aloin, it seems strange that the company putting out this product has so far escaped prosecution under the federal law.

Laxative Bromo Quinine in addition to containing the dangerous heart-depressing and habit-forming drug, phenacetin, is falsely named and exploited under misleading claims. In a full-page advertisement appearing in the *National Druggist* some months ago, the Paris Medicine Company stated that it was "giving the retail drug trade a much larger profit than they receive on any other leading advertised article." If this is true and so long as there are millions in the sale of this preparation, the publication of the facts just given will not, presumably, greatly affect the business.—*(From The Journal A. M. A., Nov. 27, 1915.)*

[During the war the labels of "Laxative Bromo Quinine" declared the presence of acetanilid instead of acetphenetidin. The change in composition was doubtless brought about by the increased cost of acetphenetidin. It is characteristic of the "patent medicine" business that formulas are changed as whim or expediency dictates. Unless the drugs happen to be those whose declaration on the label the law requires the public is none the wiser, for the name of the "patent medicine" remains constant and is, in fact, the only constant element.]

LOW'S WORM SYRUP

Low's Worm Syrup is made and sold by Smith, Kline & French Company, Philadelphia. The preparation, like so many of the worm syrups on the market, is of the usual dangerous santonin-containing type, although no hint is given even of the presence of this product nor any warning that it contains a poison. The label on the product as sold at present declares the presence of 11 per cent. alcohol. The older preparation, some of which is still on the druggists' shelves and is furnished when Low's Worm Syrup is called for, is labeled as containing 18 per cent. alcohol. In each case, "the alcohol present is essential as a solvent and preservative."

The circular that accompanies the newer product when compared with the circular around the older product is seen to exhibit certain modifications which safeguard the manufacturer from legal action more than they protect the consumer from possible poisoning. The phrase "most safe and pleasant" of the older circular becomes simply "most pleasant" in the newer circular. Where before it was "simply an impossibility for worms to remain" where Low's Worm Syrup is given, the public now is told that, under similar conditions, it is "most difficult for worms to remain." The older circular recommended it—"even when there are no worms"—as a "most useful" preparation for children "with cholera morbus, dyspepsia, costiveness and general debility." "Tape worms of 15 or more feet" have been expelled, so the public is told in the new circular, by Low's Worm Syrup; the older circular is a little more

specific, giving the measurement of the tape-worms as "15 to 35 feet in length." The older circular declares: "There is nothing like it." The new circular omits this statement; whether from a sense of modesty or a fuller appreciation of the possibilities behind the federal Food and Drugs Act, we do not know.

The directions on the bottle-label, both of the newer and the older preparations, are:

> "A child under 1 year old may take ½ teaspoonful 3 times a day; 2 years, 1 teaspoonful 4 times a day; 3 to 5 years old, 2 teaspoonfuls; 5 to 10 years, 2½ teaspoonfuls. Adults, 1 tablespoonful, one hour before meals.
> "Observe a mild diet.
> "Continue its use until it acts as a purgative.
> "For Tape Worm double the dose."

Some of the newer specimens of Low's Worm Syrup, purchased in the open market, were turned over to the Association's laboratory for examination. The report follows:

LABORATORY REPORT

"Specimens of Low's Worm Syrup were examined. The preparation tested was a thick, dark brownish syrup having an odor and taste resembling Dr. Hand's Worm Elixir. The presence of 11 per cent. of alcohol was declared. Further than this, the trade package furnishes no information concerning the composition of the preparation. A considerable quantity of suspended matter was noted. This was of a yellowish color, and, together with the therapeutic indications for the preparation, suggested the probable presence of santonin. Qualitative tests indicated the presence of santonin, alcohol, sucrose (sugar) and extractives from some emodin-bearing (laxative) drug, probably senna. The lack of a noticeable bitter taste indicated the absence in more than traces of many of the common laxatives, such as aloes or colocynth. If present, their quantities must be small. The purgative salts, such as Epsom salt, Rochelle salt, etc., were absent. Pomegranate and pink root, or their extractives, were absent. The quantitative examination was limited to the determination of santonin. The quantity found amounted to about 0.93 gm. per 100 c.c. of the preparation, or about 4.2 gr. per fluidounce. Each dram (teaspoonful) of the preparation, therefore, contains a little more than one-half of a grain of santonin."

Santonin is a poison. One grain has produced serious poisoning in children and two doses of one grain each have been fatal. Total blindness and death are among the results that have followed the use of the drug. Headache, dizziness and convulsions, with stupor, loss of consciousness and death represent the train of symptoms following poisonous doses of santonin. As the chemists have shown, each teaspoonful of Low's Worm Syrup contains over half a grain of santonin. The directions as quoted above recommend that a child of two years be given one teaspoonful four times a day or the equivalent of two grains of santonin a day. The directions for children from three years of age and older call for from 2 to 2½ teaspoonfuls presumably four times a day, at least the wording of the label is so ambiguous that the mother may readily assume that that is what is meant. This means giving children from 4 to 6 grains of santonin daily!

The action of santonin, because of its excretion through the kidneys, is likely to be cumulative. Sollmann, in his "Manual of Pharmacology," warns that the drug should only be given under the supervision of a physician and states that half a grain may be given for two or three doses, according to age, to children of from two to five years of age "and then not repeated for at least three days." In spite of these facts, the Low's Worm Syrup circular urges mothers to "lose no time, but resort at once to Low's Worm Syrup" whenever their children are troubled with such symptoms as:

"Pain in the joints, 'all gone' feeling at the stomach, drowsiness, bad breath, picking at the nose, grinding of the teeth, a gnawing sensation of hunger, flashes of heat, chills or shivering, vertigo, disturbed sleep, startling dreams, want of appetite or excessive appetite, pain in the stomach or bowels, nausea, indigestion, costiveness and convulsions."

The disregard of public safety exhibited in the exploitation of Low's Worm Syrup brings back to mind the fact that the manufacturers of this nostrum, Smith, Kline & French Co., were one of the "patent medicine" concerns that wrote to New York druggists urging them to refuse to obey the law that requires a statement of the potent ingredients of all "patent medicines" sold in New York City either to be filed with the Department of Health or to be plainly printed on the label. THE JOURNAL in its issue of November 27, 1915, called attention to this and told of the reply that one law-abiding New York druggist sent to Smith, Kline & French Co. This druggist pointed out that the fact that the company was opposed to giving the Health Department a statement of the active ingredients of its preparation was "strong presumptive evidence that the claims you make for these preparations are false."

The problem presented by such preparations as Low's Worm Syrup is simple in principle but, because of the power of entrenched wealth, difficult of application: There is no excuse in economics or morality for putting on the market as a home remedy preparations containing so dangerous a drug as santonin. So long, however, as the laws do not prohibit this the least a manufacturer with any decent regard for public health and safety can do is specifically to warn the purchasing public that the preparation contains a dangerous drug.—*(From The Journal A. M. A., July 21, 1917.)*

MILES' HEART TREATMENT

"Dr. Miles' Heart Treatment" is put out by the Miles Medical Co. of Elkhart, Ind. The history of the exploitation of this preparation is fairly typical of the history of "patent medicines" in general. Before the days of the Food and Drugs Act, when there was no penalty for falsifying on the trade package, it was "Dr. Miles' New Cure for the Heart," and the carton bore the legend:

"DR. MILES' NEW CURE is the Latest and Greatest Discovery for Weak and Diseased Hearts, and the only Safe and Agreeable one known. It is the result of vast experience and years of Scientific investigation by one of the most able and learned physicians of the age."

The trend of the advertising of the "heart cure" can be illustrated by quoting from the descriptive paragraphs in advertising material of various dates:

"Dr. Miles' New Heart Cure: a wonderful, strengthening medicine for weak heart, permanently curing all diseases of the Heart and Circulation."

This later became:

"Dr. Miles' Heart Cure, the greatest heart builder and regulator known."

And still later:

"Dr. Miles' Remedy for the Heart: a strengthening medicine and tonic for the weak heart."

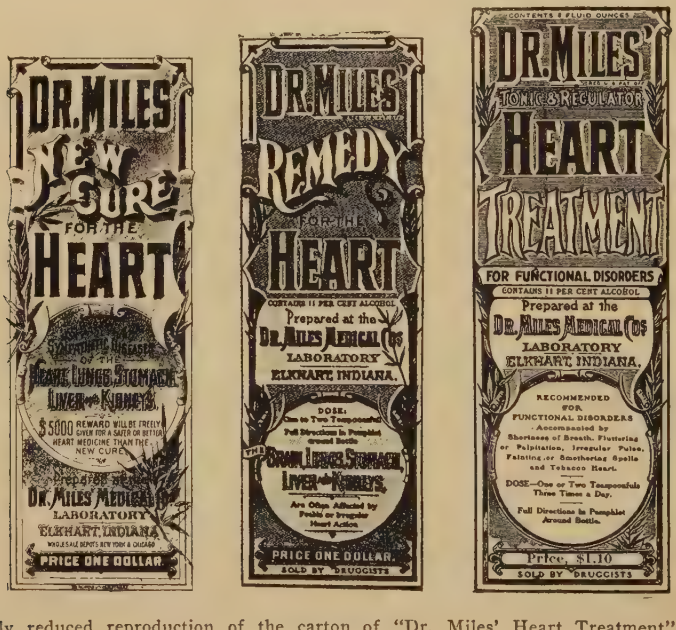
And now is:

"Dr. Miles' Heart Treatment: a strengthening regulator and tonic for the weak heart."

In common with most "patent medicine" advertisements, the "scare" method has been used in exploiting this "heart treatment." The public has been assured for instance, that "one person in every four has a weak or diseased

heart" and in some of the older advertising we read under a discussion of the "Treatment of a Weak Heart":

"Unless something is done to check its onward course, it will surely lead to death by the slow torture of some chronic or lingering disorder which it has induced or by the sudden snuffing out of life's flame by heart failure."

No information regarding the composition of Dr. Miles' Heart Treatment is vouchsafed by the manufacturers, at least beyond that which the law requires. Thus the labels used since the passage of the Food and Drugs Act admit the presence of 11 per cent. alcohol. Like other "patent medicine" exploiters the makers of this nostrum wish to retain the element of secrecy probably for the mystery that it throws over their products, and for the scope it gives to the imagination of their advertisement writers. Nevertheless they

Greatly reduced reproduction of the carton of "Dr. Miles' Heart Treatment" through varying stages of truthfulness.

are apparently anxious to capitalize wherever possible any statements regarding the drugs used in their preparation, so the Miles Medical Company publish under the heading "What Medical Authorities Say," some quotations relative to two of the alleged ingredients of the nostrum. Some of these quotations are garbled and modifying clauses have been omitted, while in other cases the quotations are from uncritical sources.

The two drugs alleged to be ingredients of Dr. Miles' Heart Treatment, but not mentioned by name, are digitalis and cactus. It is sufficient to say at this point that careful chemical and physiologic tests have proved conclusively that, if there is any digitalis present it is there in such infinitesimal amounts as not to have the slightest therapeutic effect. Before leaving this phase of the discussion it is worth while to compare one quotation given by

the Miles concern as having been given by a medical authority with that of the original. Neither the name of the author, nor the name of the drug is disclosed, however, by the Miles advertising:

AS QUOTED BY MILES	THE ORIGINAL QUOTATION
"It is of value in nearly all cases of disease where the condition is one in which the heart fails to do its proper amount of work." *(From pamphlet entitled, "What Medical Authorities Say," distributed in Chicago March, 1919.)*	"DIGITALIS is of value in nearly all cases of CARDIAC disease where the condition is one in which the heart fails to do its proper amount of work, UNLESS THE FAILURE IS DUE TO MYOCARDIAL DEGENERATION." *(From "Practical Therapeutics," A. J. Hare, 1916.)*

We have put in small capitals those parts of the quotation from Hare which the Miles Medical Company either omits or modifies. It is worthy of note that the very next sentence in Hare's book, following the quotation just given, reads: "If simple hypertrophy or excessive compensatory hypertrophy exists, it [digitalis] is harmful." This statement the Miles concern does not quote, although it has in the past recommended the nostrum for cardiac hypertrophy.

To determine the presence or absence of digitalis in Miles' Heart Treatment, a pharmacologist was asked to make physiologic tests with the preparation. The question as to whether or not there is any cactus present was not considered of any special interest, because extensive experimental work has shown that cactus grandiflorus has no physiologic action. The tests that were made by the pharmacologist, however, were such that, had Miles' Heart Treatment contained *any* drug possessing any heart action, its presence would have been disclosed. The gist of the pharmacologist's report was to this effect:

> The tests indicated that there was no digitalis body present in the preparation (in amounts that could have any therapeutic effect) in doses containing enough alcohol to induce narcosis. There was no evidence that Miles' Heart Treatment has any therapeutic effect on the heart aside from that of the alcohol which it contains, even when administered orally, in doses corresponding to those of 1,750 c.c. for a man of 70 kilos. Such doses are equivalent to more than 7 bottles of the treatment. It can be said with certainty that Miles' Heart Treatment does not exert any action which entitles it to be considered as belonging to the digitalis group, or to any other group recognized by clinicians as exerting any typical, demonstrable, pharmacologic action on the heart.

In addition to the pharmacologic tests, Miles' Heart Treatment was also subjected to chemical analysis in the Association's laboratory. A summary of the report follows:

LABORATORY REPORT

"Chemical examination shows Miles' Heart Treatment to be a solution of a compound, or compounds, of iron representing about 0.120 gm. metallic iron in 100 c.c., or about ⅔ grain in one fluidounce. There is also a small amount of phosphate, about 5 per cent. glycerin, a reducing substance, which may be glucose or invert sugar. No potent alkaloidal drugs could be detected. The presence of an ammonium compound was demonstrated by the liberation of free ammonia on addition of fixed alkali to the preparation. The liquid is colored with caramel. A solution of iron glycerophosphate in 10 per cent. alcohol with about 5 per cent. glycerin and a little sugar or glucose had much the same chemical properties as Miles' Heart Treatment."

How long would the "patent medicine" business last if the exploiters of these nostrums were required to publish a full quantitative formula of the active ingredients on the label, and, further, were required to tell the truth about their products? The "Latest and Greatest Discovery for Weak and Diseased Hearts," which was "the result of vast experience and years of

Scientific Investigation by one of the most able and learned physicians of the age" does not loom as imposingly after it has been subjected to the test of independent chemical and physiologic investigation. A little iron, a small amount of phosphate, about 5 per cent. of glycerin, and 11 per cent. of alcohol, the mixture colored with caramel—a great discovery indeed!—*(From The Journal A. M. A., July 26, 1919.)*

M. I. S. T. NO. 2

"M. I. S. T. No. 2" is put on the market by the M. I. S. T. Co., Toledo, Ohio, a concern which seems to have for its president one S. B. Murray and for its general manager, R. M. Murray. M. I. S. T. is said to mean "Murray's Infallible System Tonic" and is characterized by its exploiters as "The Only Scrofula, Catarrh, Blood, Liver and Kidney Medicine on Earth." M. I. S. T. is advertised under claims which really belong to the past decade. The concern advertises that it authorizes its agents to "guarantee" that:

"Six to ten boxes of M. I. S. T. No. 2 will cure and remove entirely from the system Cancer and Cancerous germs."

"Six boxes of M. I. S. T. No. 2 will cure all primary and secondary forms of Blood Diseases."

"Six boxes of M. I. S. T. No. 2 will cure any case of Diabetes."

Nor is this all:

"M. I. S. T. No. 2 has cured many cases of Paralysis, Locomotor Ataxia, Spinal Trouble and apparently incurable diseases of the Nerves."

"M. I. S. T. No. 2 will cure any case of Catarrh on earth . . . Also Bronchitis, Asthma and diseases of the Lungs and Stomach, Enlargement of the Spleen, Leucorrhoea, Suppressed and Profuse Menstruation and all Uterine complaints."

Great Nerve and Blood Tonic
M. I. S. T. No. 2
M. I. S. T. NO. 2 HAS CURED
Rheumatism, Inflammation of the Bladder or Enlarged Prostate Glands, Blood Poison, Diabetes, Cancer.
It is no stimulant. Reports from patients prove that its effects are permanent and lasting. In addition to the above—M. I. S. T. No. 2 has cured many cases of diseases pronounced by physicians and specialists to be Paralysis, Locomotor Ataxia, Spinal trouble and apparently incurable diseases of the nerves.
M. I. S. T. No. 2 has been on the market for over 25 years and thousands of sufferers have written us they have been cured by its use. It is prescribed by many physicians. It is pleasant to take and absolutely safe. It never increases or diminishes the action of the heart. If you are suffering from any Chronic Disease you are urged to write to us—no matter how many doctors or medicines you have tried without relief.
FREE That you may judge the value of M. I. S. T. No. 2 for yourself, we will send you a sample—FREE. Write confidentially, giving symptoms.
M. I. S. T. No. 2—One Dollar Per Box, or Six Boxes for Five Dollars
Address THE M. I. S. T. CO. Toledo, Ohio
For Sale in Milwaukee by
Dadd's Two Drug Stores { Second and Grand Ave. Oneida and Jefferson Sts.

A typical advertisement (greatly reduced) of "M. I. S. T. No. 2."

Apparently there are two products, "M. I. S. T." and "M. I. S. T. No. 2," the latter, it seems, being by far the more widely advertised. The Michigan Dairy and Food Department, which has reported in its bulletin on "Fakes and Frauds" the result of a qualitative examination of M. I. S. T., states that that preparation contains aloes, cascara and licorice.

M. I. S. T. No. 2 comes in the form of brownish-black cylindrical masses, each enclosed in a gelatin capsule. The masses have an odor of wintergreen and licorice and are bitter to the taste. They weigh about 5 grains each. The trade package contains thirty-one capsules and sells for $1. An original package of M. I. S. T. No. 2 was purchased and subjected to analysis in the Association's laboratory. The chemists reported, in part, as follows:

LABORATORY REPORT

Qualitative tests on M. I. S. T. No. 2 Nerve Tonic demonstrated the presence of aloes, metallic mercury (probably introduced in the form of blue mass), powdered glycyrrhiza, powdered althea, starch, traces of calcium, a phosphorus compound, oil of wintergreen and a little sand. Zinc phosphid and nux vomica, two remedies, which are frequently put into nostrums for the treatment of "lost manhood," were absent. Iodids and salicylates (except traces of oil of wintergreen), phenolphthalein and the saline purgatives were absent. Soap was not present in appreciable amounts. Cascara was not found. A quantitative determination of mercury was made and about 4 per cent. found. From this it is apparent that M. I. S. T. No. 2 Nerve Tonic is essentially an aloes-mercury mixture and whatever therapeutic power it may possess must be due principally to these drugs.

Here, then, we have what is essentially a mixture of blue mass and aloes sold as a cure for cancer, syphilis, locomotor ataxia, paralysis, diabetes, suppressed and profuse menstruation and a host of other conditions. That such a mixture possesses the therapeutic properties of mercury and aloes is, of course, true. The claim that it possesses the power to cure cancer, locomotor ataxia, paralysis, etc., is false. The danger of self-treatment in syphilis is great enough at any time, but when syphilitics attempt to treat themselves with nostrums whose composition is secret the risks are enormously increased. And that risk is not confined to the individual but extends to the community. The sale of this nostrum, "M. I. S. T. No. 2," is a menace to public safety and the methods by which it is exploited are an offense to public decency.—*(From The Journal A. M. A., July 31, 1915.)*

Misbranded.—The federal authorities finally directed their attention to "M. I. S. T." and "M. I. S. T. No. 2." The former, when analyzed, was found to contain mercury, aloes, licorice, methyl salicylate, etc., the latter, to consist essentially of aloes, mercury, methyl salicylate, licorice and other plant material. The claims made for both the products were declared false and fraudulent and in each instance the company was found guilty and fined $25 and costs.—[*Notices of Judgment, 5890 and 5898; issued May 14, 1918.*]

MAYR'S STOMACH REMEDY

We again refer to Mayr's Wonderful Stomach Remedy to bring home one of the weaknesses of the federal Food and Drugs Act. Attention was recently[1] called to the fact that while it was more or less risky for "patent medicine" exploiters to make false and fraudulent curative claims on the trade packages, there was nothing to prevent false and fraudulent claims from being made for these same medicines through any other avenue of publicity which the nostrum maker might employ. Based on this, THE JOURNAL offered this rule for the detection of presumptive fraud: Any statement regarding the curative effects of a "patent medicine" that appears in any newspaper advertisement, circular, window display, etc., but does not appear on the trade package, may logically be regarded as false and fraudulent.

Mayr's Wonderful Stomach Remedy is again referred to to point a moral and adorn a tale. In the free and easy days before there was any Food and Drugs Act, the Mayr product was sold frankly as a "cure" for gallstones. The label blatantly and unblushingly proclaimed the falsehood: "It Removes Gall Stones

1. Patent Medicine Advertising in Newspapers and on the Trade Package, THE JOURNAL A. M. A., Nov. 25, 1916.

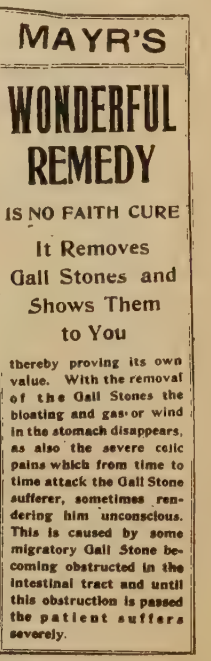
and Shows Them to You." After "morality by act of Congress" became, within circumscribed limits, an accomplished fact, this particular untruth disappeared from the label of the Mayr remedy. Then came a period in which gaudy window displays were used and in large letters that could be read across the street, one read:

"Mayr's Wonderful Stomach Remedy Removes Gall Stones, Cures Appendicitis, Cures all Stomach, Liver and Intestinal Ailments. Entirely Harmless."

A closer study of the display showed that between the words "Removes" and "Gallstones" there were printed in small letters and in colors that made

ONE
XVINCE
MAYR'S
WONDERFUL
STOMACH REMEDY
Is a positive and permanent cure for all Stomach, Liver and Intestinal ailments, Gastritis Indigestion, Dyspepsia, pressure of gas around the heart, Sour Stomach, distress after eating, Nervousness, Dizziness, Fainting Spells, Constipation, Yellow Jaundice, Sick Headache, Appendicitis, and Gall Stones.
The above ailments are mainly caused by the clogging of the intestinal tract with Mucoid and Catarrhal Accretions backing up poisonous fluids into the Stomach and otherwise deranging the digestive system.
This Remedy Painlessly Removes
these accretions without surgical operation and puts an end to Colic Attacks, Gases in the Stomach and Intestines, and all of the usual symptoms of
GALL STONES
Takes out inflammation from the entire Intestinal tract and assists in rendering the same antiseptic.
One bottle will convince the most skeptical.
PRICE $1.00 WORTH $100.00

Photographic reproduction (reduced) of one of the window display cards exhibited in one of George H. Mayr's own stores. Several of the claims made on this card were admitted by Mayr to be false and fraudulent, when he was haled into the federal court for making them on the trade package. More than a year after admitting their falsity and fraud Mayr was still making them in his store windows—over which the federal law has no jurisdiction.


MAYR'S
WONDERFUL
REMEDY
IS NO FAITH CURE
It Removes
Gall Stones and
Shows Them
to You
thereby proving its own value. With the removal of the Gall Stones the bloating and gas or wind in the stomach disappears, as also the severe colic pains which from time to time attack the Gall Stone sufferer, sometimes rendering him unconscious. This is caused by some migratory Gall Stone becoming obstructed in the intestinal tract and until this obstruction is passed the patient suffers severely.

Photographic reproduction (reduced) used before the days of the Food and Drugs Act.

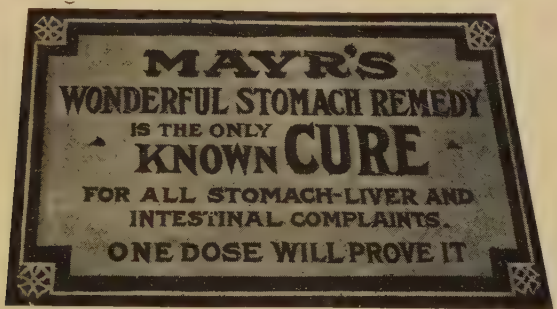
them well nigh invisible, the words, "symptoms of." Similarly, also in small letters and not easily distinguishable, the word "chronic" was sandwiched in between "Cures" and "Appendicitis."

But although Mayr had deleted from his label the frank claim that his nostrum "removes gallstones and shows them to you" he still continued to make statements on the trade package that were false. Then the federal authorities took a hand and information was filed against George H. Mayr of Chicago alleging that his nostrum was misbranded under the Sherley Amendment to the federal Food and Drugs Act. The government declared that cer-

tain statements on the trade package, which are quoted at length in the report, were "false and fraudulent," in that these curative claims had been applied to the article knowingly and in reckless and wanton disregard of their truth or falsity." The officials declared further that these claims were made

"so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief, that it was, in whole or in part, composed of, or contained, ingredients or medicinal agents effective, among other things, when taken in connection with Mayr's System Regulator and Tonic, as a remedy for gastritis, appendicitis, and gall stones, in taking out inflammation from the entire intestinal tract and rendering the same antiseptic, as a cure for gall stones of the liver, as a positive remedy and cure for appendicitis, and as a positive remedy for all stomach, liver, and intestinal diseases, when, in truth and in fact, it was not, in whole or in part, composed of, and did not contain, such ingredients or medicinal agents."

Denuded of its legal verbiage this means that Mayr's claims that his nostrum was a "cure" for gallstones, appendicitis and all stomach, liver and intestinal diseases were false and fraudulent! What did George H. Mayr do when confronted with this charge? Did he attempt to justify the claims under



Photographic reproduction of a large permanent window sign displayed at one of Mayr's Chicago stores. The federal law has no jurisdiction over claims made under these conditions!

which he had been obtaining the public's money? Did he bring evidence to attempt to establish the claims that his remedy would cure gallstones and was a positive remedy for all stomach, liver and intestinal diseases? Not at all. George H. Mayr pleaded guilty.

He pleaded guilty, Dec. 10, 1915. Eighteen months later, George H. Mayr was still displaying, in the windows of his stores in Chicago, large placards containing not only some of the same claims that he had admitted in the federal courts were false and fraudulent and made knowingly and in reckless and wanton disregard of their truth, but even more positive claims. We reproduce a photograph of one of these cards, cards, by the way, which in the original stood half the height of a man. We would further call attention to the fact that at the time this article is reprinted (July, 1917) George H. Mayr still has painted in large letters over the top of his store window the following legend:

"Mayr's Wonderful Stomach Remedy is the Only Known Cure for All Stomach, Liver and Intestinal Complaints. One Dose will Prove It."

It is justifiable to assume that when any man, whatever his business, admits in court that he has made fraudulent claims and then continues to make the same claims through channels that are not controlled by penal enactment, that man's standard of business ethics is such that the public needs protection

against it. There are many such men in the "patent medicine" world. The only way in which the public may properly be protected against being defrauded in such cases is for the federal Food and Drugs Act to have its scope extended to cover *all* advertising of the products coming under the purview of the act.

One further thought. The Mayr nostrum is another explanation for the frantic objections of the "patent medicine" interests to giving the public the facts regarding the composition of their preparations. How many people would pay a dollar a package for "Mayr's Wonderful Stomach Remedy"—the "Only Known Cure For All Stomach, Liver and Intestinal Complaints"—if they knew that it was essentially nothing more "wonderful" than a small bottle of olive oil and a dose of Epsom salt?—*(Modified from The Journal A. M. A., Dec. 9, 1916.)*

Mayr's Wonderful, Universal, Ready-Made Testimonials.—"Mayr's Wonderful Stomach Remedy" has been the subject of more than one article in THE JOURNAL. Briefly, it may be said, for those who have forgotten this picturesque humbug, that it is a "patent medicine" adaptation of the old "fake gallstone" trick. The trick consists in administering a large dose of some such oil as olive, peanut or cottonseed, followed by a saline cathartic. The result of taking this combination is the passage of a number of soapy concretions which the victim is persuaded to believe are gallstones.

"It Removes Gall Stones and Shows Them to You" used to be the claim that appeared on the bottles of the "Wonderful Remedy." This disappeared after the federal Food and Drugs Act began to be a force for good. However, Mayr was not quite as shrewd as he might have been, for he continued to make claims in the trade package to the effect that his stuff was "a positive remedy for appendicitis" and "absolutely the best, most positive and permanent remedy for all stomach, liver and intestinal diseases." These claims, and some others, the government rightly charged were "false and fraudulent" and had been applied by Mayr "knowingly and in reckless and wanton disregard of their truth or falsity." Although Mayr was given an opportunity to prove that his claims were true, he pleaded guilty!

This was in December, 1915. Eighteen months later THE JOURNAL called attention to the fact that Mayr was then displaying in the windows of his Chicago store large placards containing not only essentially the same claims that the government had declared were fraudulent, and to which he had pleaded guilty, but claims that were even more false. Now, twenty-eight months later (May, 1918) Mayr still has painted over his store window the claim that his "Wonderful Remedy" is "the Only Known Cure for All Stomach, Liver and Intestinal Complaints"![1] Mayr's apparent contempt for federal authority may lie in the fact that the federal law cannot touch him for making false and fraudulent claims if he is careful to keep such claims off the trade package.

The present article, however, deals, not with his store-window advertising, but with his newspaper advertising. Mayr, it seems, is his own advertising agent and places his own "copy." In common with most "patent medicine" advertisers, his advertisements are of the testimonial type and the copy is frequently changed. Mayr's "Copy Instructions" to the papers are here reproduced in miniature. They consist, as will be seen, of forty-three pieces of advertising copy each with a heading in black-faced type, followed by what purports to be a quotation from a testimonial. Four of these pieces of copy (Nos. 34, 35, 40 and 41) are reproduced in such size as to be plainly readable.

1. Not long after this article appeared the lying window sign disappeared.

Place my name and address on your mailing list for A.L.A. scheduled issues.

IMPORTANT
COPY INSTRUCTIONS
Geo. H. Mayr Advertising

Publisher,—

Commencing with first possible schedule date after January 1st, please run ONLY the following copy on the Geo. H Mayr advertising

This advertising to run in ____ issues.

The advertisements are to be run one each schedule day, in the order marked, each advertisement to appear only one time. At the expiration of this schedule, we will send you additional copy.

These advertisements are to be set in space necessary to reader style, in as near your body type as the rules of your publication will permit for display advertising.

Insert name of your city in heading of EACH ad and druggists' names at the base of EACH ad.

We would very much appreciate it if you will give this advertisement good position among reading matter

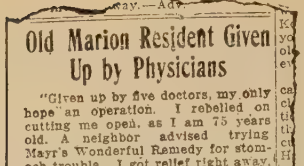
Acknowledge receipt of these instructions by return mail advising date of first insertion.

If there is any reason why you will be unable to run these advertisements as per above, advise me immediately

GEO. H MAYR, Chicago

IMPORTANT: Insert at end of each ad in body type name of druggist.

Reduced photographic reproduction of the "Copy Instructions" sent out to newspapers by George H. Mayr. The original was 16 inches by 32 inches. Notice that the newspapers are told (in black-faced type) to "insert name of your city in heading of each ad." This means, in effect, that the newspaper accepting this contract, agrees for a financial consideration knowingly to deceive and mislead its readers.

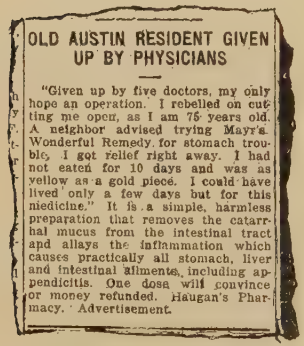


Old Marion Resident Given Up by Physicians

"Given up by five doctors, my only hope an operation. I rebelled on cutting me open, as I am 75 years old. A neighbor advised trying Mayr's Wonderful Remedy for stomach trouble. I got relief right away. I had not eaten for 10 days and was as yellow as a gold piece. I could have lived only a few days but for this medicine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. Schmidt & Co.'s Drug Store, Waldorf Pharmacy.—Adv.

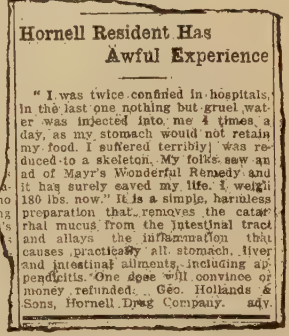
AUSTIN RESIDENT HAS AWFUL EXPERIENCE

"I was twice confined in hospitals, in the last one nothing but gruel water was injected into me 4 times a day, as my stomach would not retain any food. I suffered terribly; was reduced to a skeleton. My folks saw an ad of Mayr's Wonderful Remedy and it has surely saved my life. I weigh 180 lbs. now." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. Haugan's Pharmacy. Advertisement.



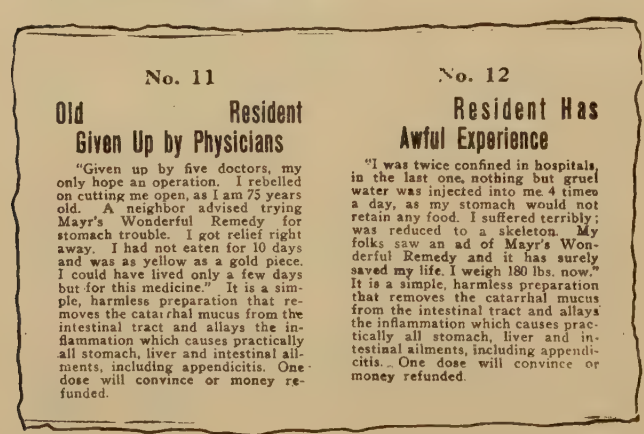
OLD AUSTIN RESIDENT GIVEN UP BY PHYSICIANS

"Given up by five doctors, my only hope an operation. I rebelled on cutting me open, as I am 75 years old. A neighbor advised trying Mayr's Wonderful Remedy for stomach trouble, I got relief right away. I had not eaten for 10 days and was as yellow as a gold piece. I could have lived only a few days but for this medicine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. Haugan's Pharmacy. Advertisement.



Hornell Resident Has Awful Experience

"I was twice confined in hospitals, in the last one nothing but gruel water was injected into me 4 times a day, as my stomach would not retain my food. I suffered terribly; was reduced to a skeleton. My folks saw an ad of Mayr's Wonderful Remedy and it has surely saved my life. I weigh 180 lbs. now." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation that causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. Geo. Hollands & Sons, Hornell Drug Company. adv.



No. 11

Old Resident Given Up by Physicians

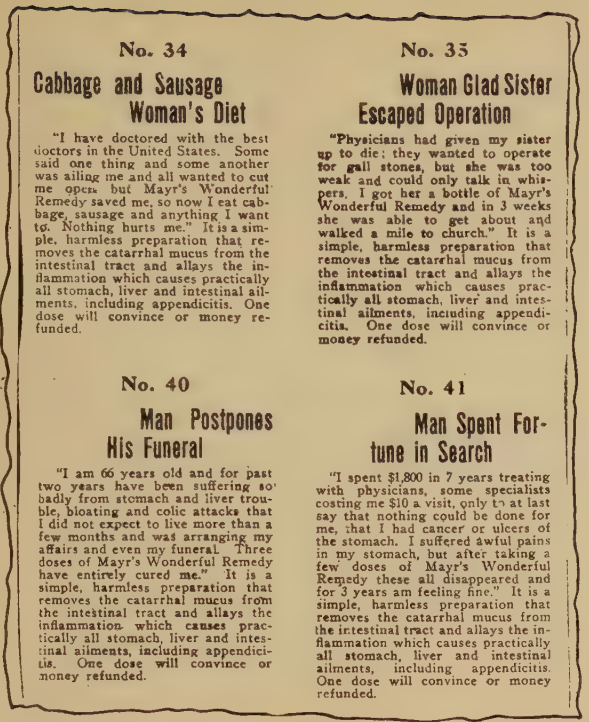
"Given up by five doctors, my only hope an operation. I rebelled on cutting me open, as I am 75 years old. A neighbor advised trying Mayr's Wonderful Remedy for stomach trouble. I got relief right away. I had not eaten for 10 days and was as yellow as a gold piece. I could have lived only a few days but for this medicine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

No. 12

Resident Has Awful Experience

"I was twice confined in hospitals, in the last one, nothing but gruel water was injected into me 4 times a day, as my stomach would not retain any food. I suffered terribly; was reduced to a skeleton. My folks saw an ad of Mayr's Wonderful Remedy and it has surely saved my life. I weigh 180 lbs. now." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

Photographic reproduction (reduced) of advertising copy Nos. 11 and 12 together with reproductions of four advertisements from the Marion (Ohio) *Daily Star*, the Austin (Minn.) *Daily Herald* and the Hornell (N. Y.) *Evening Tribune-Times*, respectively. One wonders whether these newspapers have ever heard of the movement toward "truth in advertising!"



No. 34

Cabbage and Sausage Woman's Diet

"I have doctored with the best doctors in the United States. Some said one thing and some another was ailing me and all wanted to cut me open but Mayr's Wonderful Remedy saved me, so now I eat cabbage, sausage and anything I want to. Nothing hurts me." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

No. 35

Woman Glad Sister Escaped Operation

"Physicians had given my sister up to die; they wanted to operate for gall stones, but she was too weak and could only talk in whispers. I got her a bottle of Mayr's Wonderful Remedy and in 3 weeks she was able to get about and walked a mile to church." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

No. 40

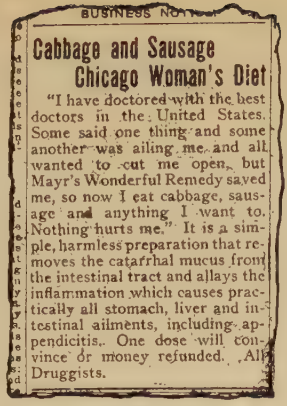
Man Postpones His Funeral

"I am 66 years old and for past two years have been suffering so badly from stomach and liver trouble, bloating and colic attacks that I did not expect to live more than a few months and was arranging my affairs and even my funeral. Three doses of Mayr's Wonderful Remedy have entirely cured me." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

No. 41

Man Spent Fortune in Search

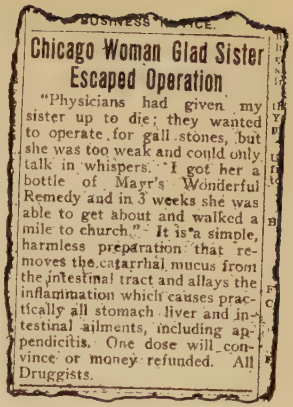
"I spent $1,800 in 7 years treating with physicians, some specialists costing me $10 a visit, only to at last say that nothing could be done for me, that I had cancer or ulcers of the stomach. I suffered awful pains in my stomach, but after taking a few doses of Mayr's Wonderful Remedy these all disappeared and for 3 years am feeling fine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.



BUSINESS NOTICE

Cabbage and Sausage Chicago Woman's Diet

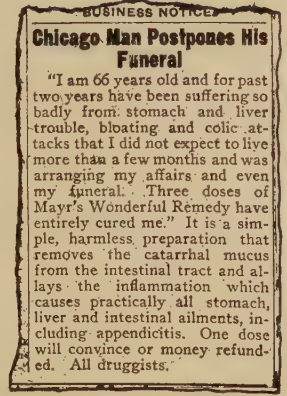
"I have doctored with the best doctors in the United States. Some said one thing and some another was ailing me and all wanted to cut me open, but Mayr's Wonderful Remedy saved me, so now I eat cabbage, sausage and anything I want to. Nothing hurts me." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. All Druggists.



BUSINESS NOTICE

Chicago Woman Glad Sister Escaped Operation

"Physicians had given my sister up to die; they wanted to operate for gall stones, but she was too weak and could only talk in whispers. I got her a bottle of Mayr's Wonderful Remedy and in 3 weeks she was able to get about and walked a mile to church." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. All Druggists.



BUSINESS NOTICE

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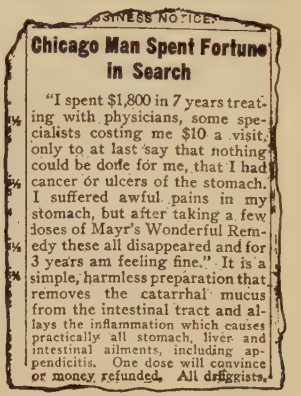


BUSINESS NOTICE

Chicago Man Spent Fortune in Search

"I spent $1,800 in 7 years treating with physicians, some specialists costing me $10 a visit, only to at last say that nothing could be done for me, that I had cancer or ulcers of the stomach. I suffered awful pains in my stomach, but after taking a few doses of Mayr's Wonderful Remedy these all disappeared and for 3 years am feeling fine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. All druggists.

Photographic reproduction (reduced) of four pieces of Mayr's advertising copy (on the left) and the same copy set up in the advertisement form as it appeared in some issues of the Chicago *Examiner*. Thus the "*Chicago* Woman" who had "doctored with the best doctors in the United States," all of whom "wanted to cut me open," would be a *St. Louis* woman, or a *Kalamazoo* woman, or an *Oshkosh* woman if the papers published in those cities could be hired to print the advertisements.

There are also reproduced four advertisements using the same "copy," each taken from copies of the Chicago *Examiner* of recent dates. It will be noticed that the copy furnished by Mayr differs from the advertisement as it appears in the papers, in that the latter has had inserted in the caption the name of the city in which the advertisements are published. For instance, the heading of Copy No. 35, as furnished by Mayr, reads:

"——— Woman Glad Sister Escaped Operation."

When this advertisement appears in, say, a Chicago paper, the newspaper carrying it obligingly inserts the name of the city, so that the heading reads:

"Chicago Woman Glad Sister Escaped Operation."

And the *"Chicago* Woman" would be a *"St. Louis* Woman," a *"Kalamazoo* Woman" or an *"Oshkosh* Woman" if papers published in those cities could be hired to print the Mayr advertisements. It will be noticed by again referring to the "Copy Instructions," which are reproduced in miniature, that the newspapers are told, in black-faced type, to "Insert name of your city in heading of EACH ad. . . ."

Was there ever a more cynical disregard for the elemental principles of common truthfulness and decent business methods? Here are what purport to be forty-three testimonials from people who have taken Mayr's Wonderful Stomach Remedy and received benefit or cure. The newspaper accepting this copy becomes frankly *particeps criminis* with Mayr in his lying campaign. Copy instructions alone prove that each of these forty-three testimonials is a distinct and separate lie and that these lies are to be multiplied by as many times as there are papers which will publish the advertisements.

Notice the testimonials in Copy Nos. 11 and 12: "Old ——— Resident Given Up By Physicians" and "——— Resident Has Awful Experience." Just notice our reproduction from the Marion (Ohio) *Daily Star,* the Austin (Minn.) *Daily Herald* and the Hornell (N. Y.) *Evening Tribune-Times.* Here we read that the "Old Austin Resident," the "Old Marion Resident" and the "Hornell Resident" have been "Given Up By Physicians" or had "Awful Experiences."

It is entirely in keeping with the type of ethics shown by Mayr in his advertising that he should have attempted to capitalize the present national situation:

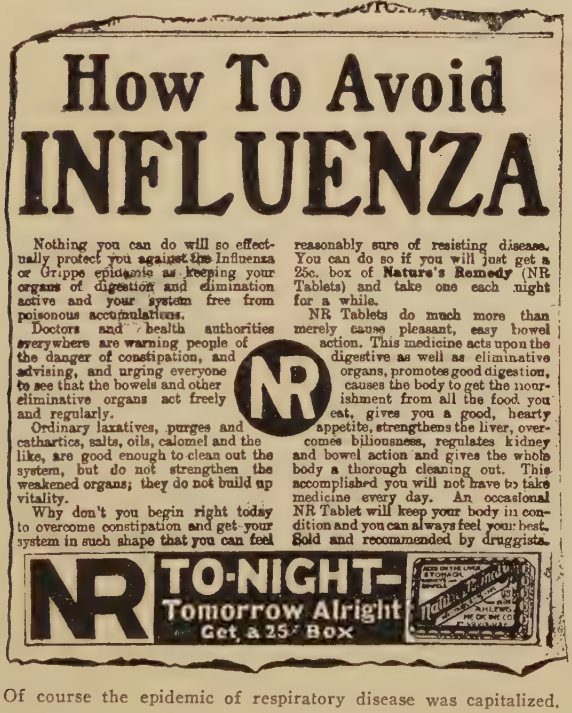
"——— Soldier Under Fire."
"How ——— Soldier Dispersed Attacks."
"——— Lady Buys Liberty Bonds with Operation Money."
"——— Woman Not Worried Over Food Shortage."

Possibly Mr. Mayr, having found that, so far as his store-window claims are concerned, he can, figuratively speaking, put his thumb to his nose at Uncle Sam, may have figured that he is equally free to continue his present lying campaign in the newspapers. If this is Mayr's theory, we are of the opinion that it is likely to be revised.—*(From The Journal A. M. A., May 11, 1918.)*

NATURE'S REMEDY TABLETS

"Nature's Remedy" is manufactured by A. H. Lewis Medicine Co., St. Louis. It is sold in 25 cent, 50 cent, and $1 packages. Three of the largest size packages were purchased on the open market and examined in the Association's Chemical Laboratory. Nature's Remedy comes in a tin box, containing an advertising circular, a guarantee blank, and 180 tablets. The advertis-

ing circular states that Nature's Remedy is a vegetable preparation and "acts on the stomach, liver, kidneys, and bowels," that it contains no digestives, but that its "purpose in dyspepsia, indigestion, bad breath, loss of appetite, sick headache, and rheumatism is to increase the elimination and keep the intestinal tract clean." The greater part of the circular is devoted to the exploitation of other nostrums of the A. H. Lewis Medicine Co.—"nerve pills," a liniment, headache tablets, and "Sans-Pareil" an "emmenagogue and uterine tonic." The list of diseases and indications for which these alleged remedies are recommended on this circular number about fifty.


How To Avoid
INFLUENZA
Nothing you can do will so effectually protect you against the Influenza or Grippe epidemic as keeping your organs of digestion and elimination active and your system free from poisonous accumulations.
Doctors and health authorities everywhere are warning people of the danger of constipation, and advising, and urging everyone to see that the bowels and other eliminative organs act freely and regularly.
Ordinary laxatives, purges and cathartics, salts, oils, calomel and the like, are good enough to clean out the system, but do not strengthen the weakened organs; they do not build up vitality.
Why don't you begin right today to overcome constipation and get your system in such shape that you can feel reasonably sure of resisting disease. You can do so if you will just get a 25c. box of Nature's Remedy (NR Tablets) and take one each night for a while.
NR Tablets do much more than merely cause pleasant, easy bowel action. This medicine acts upon the digestive as well as eliminative organs, promotes good digestion, causes the body to get the nourishment from all the food you eat, gives you a good, hearty appetite, strengthens the liver, overcomes biliousness, regulates kidney and bowel action and gives the whole body a thorough cleaning out. This accomplished you will not have to take medicine every day. An occasional NR Tablet will keep your body in condition and you can always feel your best. Sold and recommended by druggists.
NR
TO-NIGHT—
Tomorrow Alright
Get a 25c Box

Of course the epidemic of respiratory disease was capitalized.

A booklet issued by the A. H. Lewis Medicine Co. gives a "formula" (?) for Nature's Remedy. It is stated that there are *ten* ingredients entering into its composition. The manufacturers generously name *seven* of these ingredients and admit that "were it not for the vast number of imitators who are ever ready to prey upon the business of established firms and the public we would gladly print the entire formula, for we are even more proud of the three unnamed than we are of the ones given."

The seven ingredients are Burdock, Juniper, Sarsaparilla, Mandrake, Rhubarb, Dandelion and Prickly Ash. There was so little about these to make one share the feeling of pride expressed by the exploiters that diligent search was made for the unnamed three on the chance that something worthy of mention might be found. Chemical analysis showed the presence of aloes, and traces of some alkaloidal drug. The tablets had the characteristic odor of aloes.

Extracted with diluted alcohol, an extract representing 61.2 per cent. of the tablet material was obtained. Extracted successively with ether, chloroform, and alcohol, a total of 63.6 per cent. extractive was obtained. Extracted with water, an extractive representing 50 per cent. was obtained. In every case the extractive resembled aloes in color, odor, and taste and gave the characteristic borax color reaction described in the U. S. Pharmacopeia.

Since this examination accounted for but one of the mysterious trio of drugs, it was decided to make a microscopic examination, and the aid of E. N. Gathercoal, Instructor in Pharmacognosy in the University of Illinois School of Pharmacy, was sought. The microscopic examination confirmed the chemical findings as to aloes, and also established the presence of powdered cascara sagrada in abundance. Evidence of belladonna root in small quantities was also found and since the chemical examination showed traces of alkaloidal drug present it is possible that the third mysterious stranger is belladonna root. The microscopist's report further stated that rhubarb, as well as all the other seven named drugs, if present at all, are there in such small quantities that no evidence of their presence could be seen.

Let us analyze these analyses: Aloin, the active constituent of aloes, has some of the characteristics of aloes but the dose is much less, namely, ¼ grain. A small proportion of aloin added to the tablets would greatly increase their activity. Further, one of the seven drugs mentioned as being in Nature's Remedy is mandrake, whose active constituent is the resin, podophyllin, one of the most powerful hydragogue cathartics known.

As examination failed to show mandrake present, it was decided to give the tablets a physiologic test. One tablet, taken in the late afternoon according to directions, resulted in profuse watery stools early the following morning, the effect continuing through the day. As the amount of powdered cascara and aloes shown to be present in this tablet could not possibly have such violent hydragogue effect, it therefore seems evident that the mandrake is present as podophyllin, and that aloin is present with the aloes.

A little consideration of the dosage of the drugs mentioned in connection with Nature's Remedy shows clearly the absurdity of such a shotgun mixture, assuming that the drugs mentioned are really there. A table will better convey the idea. The doses given are taken from the U. S. Pharmacopeia, National Formulary, or U. S. Dispensatory, and are average doses:

	Average dose of the drug in grains	Assuming the drugs present as extracts, the dose, in grains, would be about
Burdock	30	6
Juniper berries	60	12
Sarsaparilla	30	6
Mandrake	5	1 (podophyllin 1/6)
Rhubarb	15	5
Dandelion	150	30
Prickly ash	30	6
Aloes	4	2 (aloin ¼)
Cascara	15	3
Belladonna root	1	1/6
	340	71

A tablet containing a single average dose of each of the above drugs would weigh 340 grains if the drugs are simply powdered—as they are claimed to be in Nature's Remedy. If they are represented by their extracts the tablet would still weigh about 70 grains. Yet each Nature's Remedy tablet weighs but 5 grains, of which only 3 grains is medicament! Of course, we should not expect a full dose of each of the drugs, and since there are ten of them,

let us say that 1/10 of a dose of each should be present. The tablets should still weigh 34 grains, if powdered drugs are present, and about 7 grains if the extracts are used. Since the seven named by the manufacturers are either not present at all or only in very small amounts, our consideration of dosage can be confined to aloes, cascara, belladonna root, and mandrake. Since the microscopic examination showed Nature's Remedy to be largely powdered cascara, the cathartic effect must be due to some very powerful drug since the tablets contain only about 3 grains of medicament. The dose of aloes is 4 grains or more, therefore there is scarcely room for even a moderate dose of aloes along with the cascara, unless it be present as aloin. Thus we cannot account for the active cathartic effect without assuming the presence of some powerful drug like podophyllin or aloin.

Nature's Remedy then is, essentially, aloes or aloin, cascara and belladonna with, probably, podophyllin. This is such a common cathartic mixture that pills or tablets containing essentially the same ingredients can be purchased in almost any drug store. The manufacturers of these tablets direct the purchaser to take one every night for a week. They very kindly allow the sufferer (from the effect of the tablets) a few days to recuperate and then suggest that the week of torment be repeated and if this is survived, another few days of rest is allowed before another round of torture and so on "until the bowels become strong enough to do their work." The ill effects of such violent treatment have been enlarged upon so often that it is pernicious to suggest that such a course of treatment be followed.—*(A. H. Clark, in The Journal A. M. A., March 15, 1919.)*

NUXATED IRON

Newspapers whose advertising ethics are still in the formative stage have, for some months past, been singing—at so much a song—the praises of "Nuxated Iron." The public has been told that this nostrum is what makes Ty Cobb, "the greatest baseball batter of all time," a "winner" and is what helped Jess Willard "to whip Frank Moran" besides being the "untold secret" of Willard's "great triumph over Jack Johnson."

"Nuxated Iron" is put on the market by the Dae Health Laboratories of Detroit. It "is not a patent medicine or secret remedy"—if one is to believe the advertisements. On the trade package we read:

"FORMULA.—The valuable blood, nerve force and tissue building properties of this preparation are due to organic iron in the form of ferrum peptonate in combination with nux vomica, phosphoglycerate de chaux and other valuable ingredients."

This, apparently, is the company's idea of nonsecrecy. The Dae Health Laboratories also say that they are willing to send to any physician "full information in regard to its ingredients and methods of preparing." So far as we know, no physician has been sent "full information." One physician who did write for this information received in return a form letter addressing him as "Mr. Druggist," and reading in part as follows:

"That you may be conversant with the nature of the product, which we are asking you to sell, we wish to give you the following information which you in turn may give to such of your employees as you may see fit.

"We respectfully ask that this information be regarded as confidential, although there is no harm in your telling your customers that you are familiar with the product and that you believe the ingredients to be beneficial, etc.

"The principle [*sic!*] ingredients in Nuxated Iron are:

"Organic Iron in the form of Iron Peptonate.

"Nux Vomica.

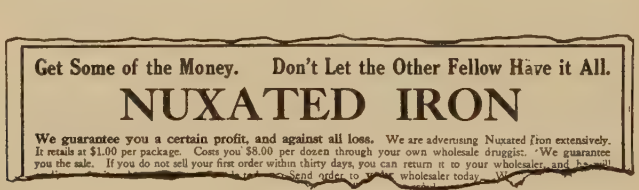
"Glycero Phosphate of Calcium.

"To the above is added a little magnesia, ginger, a laxative and certain other minor ingredients."

As an example of "full information," regarding the "ingredients" and "methods of preparing," this letter left much to be desired, so much in fact that THE JOURNAL felt that it owed it to the public to find out just how much iron and nux vomica there were in "Nuxated Iron." Packages of the nostrum purchased on the open market were subjected to analysis both in the Association's laboratory and elsewhere. Qualitative tests indicated the presence of iron, calcium, magnesium, carbonate, glycero-phosphate and small amounts of potassium and chlorid and the presence of cascara. Quantitative examinations were made and so far as essential ingredients—nux vomica and iron—of the nostrum are concerned, gave the following results:

Total nux vomica alkaloids, per tablet.....1/600 grain
Iron, (Fe) per tablet.....1/25 grain

According to these analyses there is only one-twenty-fifth of a grain of iron in each "Nuxated Iron" tablet, while the amount of nux vomica, as expressed in terms of its potent alkaloids, is practically negligible. If a person wants to take iron on his own responsibility—and this cannot be recommended—it is possible to get this drug in a staple form in the well known Blaud's Pills. In a dollar bottle of "Nuxated Iron" the purchaser gets, according to our analysis, less than 2½ grains of iron; in 100 Blaud's Pills, which can be purchased at any drug store for from 50 to 75 cents, there are 48 grains of iron. The claim that "Nuxated Iron" possesses great advantages over other forms of iron is the sheerest advertising buncombe.


Get Some of the Money. Don't Let the Other Fellow Have it All.

NUXATED IRON

We guarantee you a certain profit, and against all loss. We are advertising Nuxated Iron extensively. It retails at $1.00 per package. Costs you $8.00 per dozen through your own wholesale druggist. We guarantee you the sale. If you do not sell your first order within thirty days, you can return it to your wholesaler, and have all

Send order to your wholesaler today.

Reduced facsimile of part of an advertisement from a drug journal.

The exploiters of "Nuxated Iron" would have the public believe that iron is the one thing that most ailing people need. Nothing could be much further from the truth. Iron is a useful and valuable drug in selected cases, but the conditions for which it may be useful are limited. The indiscriminate use of iron is illogical and unwise. Few drugs have been more abused and taken with less discrimination than is iron.

THE SAUER TESTIMONIAL

In practically all of the newspaper advertisements of "Nuxated Iron" quotations are given from the alleged statements of one "Dr. E. Sauer" characterized by the nostrum exploiters as a New York "specialist" and as "a well known specialist who has studied widely both in this country and in Europe." Dr. Sauer is *not* well known either as a specialist or anything else save as he has attained notoriety in connection with the "Nuxated Iron" advertisements and through his own advertising in newspapers in which he has cried his wares. From our records it appears that if he ever practiced in New York he did so in violation of the law, for he is not licensed in that state. Emil Sauer was graduated in 1903 by the Jefferson Medical College of Philadelphia; he is licensed to practice in Massachusetts and Connecticut. So far as our records show, and they are remarkably complete, Sauer has never been elected

to his local medical society in any of the many localities in which he has practiced. Possibly he never stayed long enough in one place. Since graduating, Sauer seems to have lived in Berlin, Vienna, Worcester, Mass., Boston, Hartford, Conn., Springfield, Mass., and New Haven, Conn. In how many more places he has lived we do not know.

NOT A PATENTED MEDICINE BUT A "PATENT MEDICINE"

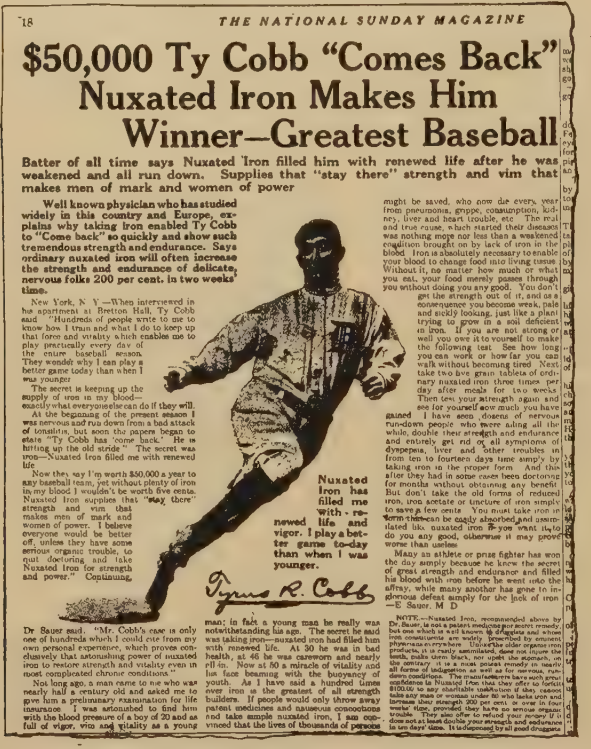
The claim that "Nuxated Iron" "is not a patent medicine" while technically correct is essentially just as false as many of the other statements made in behalf of the nostrum. A true patent medicine is one whose composition or method of making, or both, has been patented. It is not secret because its composition must appear in the patent specifications; moreover it must have some claims to originality or a patent would not be granted. What are colloquially called "patent medicines" are really proprietary medicines, products usually secret in composition, that have been given a trade-marked name. In the popular meaning of the words, "Nuxated Iron" is just as much a "patent medi-

On the left is a reproduction (reduced) of a portion of Emil Sauer's testimonial for "Nuxated Iron." On the right is a reproduction (also reduced) of Sauer's advertisements in 1919.

cine" as is "Peruna," "Lydia Pinkham's" or "Pierce's Favorite Prescription." "Nuxated Iron" is essentially secret in composition and, while the public is led to believe that the preparation consists chiefly of nux vomica and iron, analyses indicate that it contains much less than an ordinary dose of iron and a negligible amount of nux vomica. It is sold under claims that are both directly and inferentially false and misleading, not only in regard to its composition, but also as to its alleged therapeutic effects. As for the claim that "Nuxated Iron" is the responsible agent for Jess Willard's victory over Jack Johnson or Ty Cobb's "come back," it would be just as reasonable and true to give this nostrum credit for Samson's success in his historical escapade with the jawbone of an ass.

Until the public realizes the extent to which it is defrauded and injured by "patent medicine" fakers generally, it is not likely that it will demand a law requiring the manufacturers of "patent medicines" to declare the kind and amounts of active drugs in their preparations. In the meantime, if the public wishes to drug itself with compounds of unknown composition and strength, exploited by means of testimonials from the simple or the venal and sold under claims that are directly and inferentially false and misleading—that is the public's privilege—*(Modified from The Journal A. M. A., Oct. 21, 1916.)*

Sporting Note.—Those who rely on THE JOURNAL for their knowledge of sporting events doubtless read with interest, in last week's issue, the alleged secret of Ty Cobb's success as a baseball batter—"Nuxated Iron." While THE JOURNAL hesitates to appear in the rôle of competitor with the *Police Gazette* or the *Pink'Un,* it feels impelled to chronicle another item that is of contemporaneous interest with the iron that made Ty Cobb famous. It appears from publications, more sophisticated than we in the matter of outdoor sports, that articles have appeared and are again to appear under Mr. Cobb's name describing incidents of interest to baseball enthusiasts. A recent issue of the Chicago *Tribune* in referring to this particular phase of Mr. Cobb's activities said:



18 THE NATIONAL SUNDAY MAGAZINE

$50,000 Ty Cobb "Comes Back" Nuxated Iron Makes Him Winner—Greatest Baseball

Batter of all time says Nuxated Iron filled him with renewed life after he was weakened and all run down. Supplies that "stay there" strength and vim that makes men of mark and women of power

Well known physician who has studied widely in this country and Europe, explains why taking Iron enabled Ty Cobb to "Come back" so quickly and show such tremendous strength and endurance. Says ordinary nuxated iron will often increase the strength and endurance of delicate, nervous folks 200 per cent. in two weeks' time.

New York, N. Y.—When interviewed in his apartment at Bretton Hall, Ty Cobb said "Hundreds of people write to me to know how I train and what I do to keep up that force and vitality which enables me to play practically every day of the entire baseball season. They wonder why I can play a better game today than when I was younger.

The secret is keeping up the supply of iron in my blood—exactly what everyone else can do if they will.

At the beginning of the present season I was nervous and run down from a bad attack of tonsilitis, but soon the papers began to state "Ty Cobb has 'come back.' He is hitting up the old stride." The secret was iron—Nuxated Iron filled me with renewed life

Now then, say I'm worth $50,000 a year to any baseball team, yet without plenty of iron in my blood I wouldn't be worth five cents. Nuxated Iron supplies that "stay there" strength and vim that makes men of mark and women of power. I believe everyone would be better off, unless they have some serious organic trouble, to quit doctoring and take Nuxated Iron for strength and power." Continuing,

Dr Sauer said, "Mr. Cobb's case is only one of hundreds which I could cite from my own personal experience, which proves conclusively that astonishing power of nuxated iron to restore strength and vitality even in most complicated chronic conditions."

Not long ago, a man came to me who was nearly half a century old and asked me to give him a preliminary examination for life insurance I was astounded to find him with the blood pressure of a boy of 20 and as full of vigor, vim and vitality as a young man; in fact a young man he really was notwithstanding his age. The secret he said was taking iron—nuxated iron had filled him with renewed life. At 30 he was in bad health, at 46 he was careworn and nearly ill in. Now at 50 a miracle of vitality and his face beaming with the buoyancy of youth. As I have said a hundred times over iron is the greatest of all strength builders. If people would only throw away patent medicines and nauseous concoctions and take ample nuxated iron, I am convinced that the lives of thousands of persons might be saved, who now die every year from pneumonia, grippe, consumption, kidney, liver and heart trouble, etc. The real and true cause, which started their diseases was nothing more nor less than a weakened condition brought on by lack of iron in the blood Iron is absolutely necessary to enable your blood to change food into living tissue Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't get the strength out of it, and as a consequence you become weak, pale and sickly looking, just like a plant trying to grow in a soil deficient in iron. If you are not strong or well you owe it to yourself to make the following test See how long you can work or how far you can walk without becoming tired Next take two five grain tablets of ordinary nuxated iron three times per day after meals for two weeks Then test your strength again and see for yourself how much you have gained I have seen dozens of nervous run-down people who were ailing all the while, double their strength and endurance and entirely get rid of all symptoms of dyspepsia, liver and other troubles in from ten to fourteen days time simply by taking iron in the proper form And this after they had in some cases been doctoring for months without obtaining any benefit But don't take the old forms of reduced iron, iron acetate or tincture of iron simply to save a few cents You must take iron of the kind that can be easily absorbed and assimilated like nuxated iron if you want it to do you any good, otherwise it may prove worse than useless.

Many an athlete or prize fighter has won the day simply because he knew the secret of great strength and endurance and filled his blood with iron before he went into the affray, while many another has gone to inglorious defeat simply for the lack of iron —E Sauer, M D

Nuxated Iron has filled me with renewed life and vigor. I play a better game to-day than when I was younger.

Tyrus R. Cobb

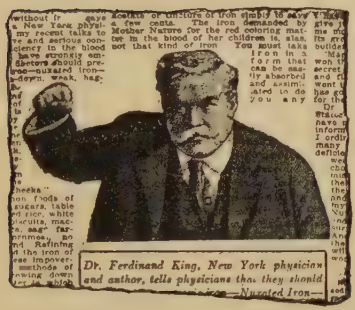
NOTE.—Nuxated Iron, recommended above by Dr. Sauer, is not a patent medicine or secret remedy, but one which is well known to druggists and whose iron constituents are widely prescribed by eminent physicians everywhere Unlike the older organic iron products, it is easily assimilated, does not injure the teeth, make them black, nor upset the stomach, on the contrary it is a most potent remedy in nearly all forms of indigestion as well as for nervous, run-down conditions. Its manufacturers have in each package guaranteed to increase iron that they offer to forfeit $100.00 to any charitable institution if they cannot truthfully take any man or woman under 60 who lacks blood iron and increase their strength 200 per cent or over in four weeks' time, provided they have no serious organic trouble They also offer to refund your money if it does not at least double your strength and endurance in ten days' time. It is dispensed by all good druggists

Greatly reduced photographic reproduction of a typical "Nuxated Iron" newspaper advertisement.

"In spite of all efforts to forbid it, Ty Cobb signed a contract allowing the use of his name as alleged writer of a series of syndicate stories on the series in defiance of President Johnson's mandate to the contrary. . . . As it might mean a lawsuit to break Cobb's contract, the syndicate will be permitted to deceive the public again into thinking Cobb can write as well as play baseball. . . . President Johnson has suggested that the Baseball Writers' Association take action on the matter which will authorize him in future to use more drastic methods to stop this gulling of the public."

Here we have the germ of an idea that is worthy of extension. It seems that the organization of baseball writers objects to baseball players of national prominence posing as authors of articles which they are incapable of writing. If now we could only persuade the Amalgamated Order of "Patent-Medicine"

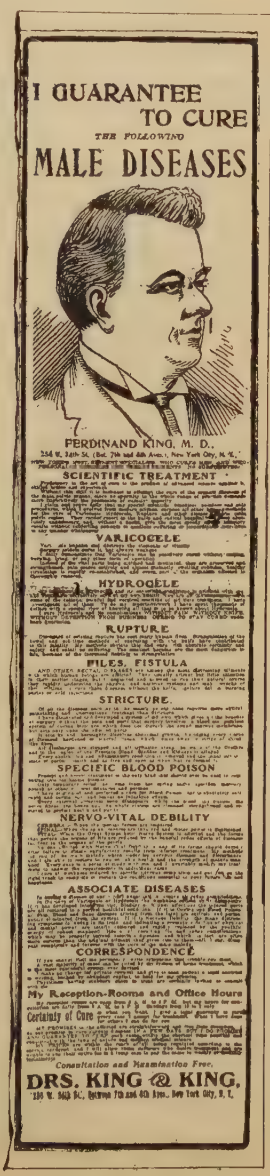
Testimonial Writers to make a similar protest the public might gain in honesty what it would lose in amusement. If the writers of testimonials really had to take the dope for which they are willing—for one reason or another—to stand sponsor, it would redound to the interest of good sportsmanship and old-fashioned truthfulness, although the testimonial industry itself might receive a setback.—*(From The Journal A. M. A., Oct. 28, 1916.)*



Dr. Ferdinand King, New York physician and author, tells physicians that they should

—Nuxated Iron—

Dr. Ferdinand King in the dual rôle of "booster" for "Nuxated Iron" and "Men's specialist" quack! The advertisement reproduced on the right was, in the original, two columns wide and the height of the newspaper page in which it appeared. Few, if any, of the New York City newspapers now accept the venereal quack advertising. They were less critical in the days in which the firm of "Drs. King and King" flourished, and the public today is told that Ferdinand King is a "well-known New York physician and author!"



I GUARANTEE TO CURE

THE FOLLOWING

MALE DISEASES

FERDINAND KING, M. D.

SCIENTIFIC TREATMENT

VARICOCELE

HYDROCELE

RUPTURE

PILES, FISTULA

STRICTURE

SPECIFIC BLOOD POISON

NERVO-VITAL DEBILITY

ASSOCIATE DISEASES

CORRESPONDENCE

My Reception-Rooms and Office Hours

Certainty of Cure

Consultation and Examination Free.

DRS. KING & KING,

Nuxated Iron for That Tired Feeling.—Is there to be a Renaissance of the testimonial epoch? Ten or fifteen years ago the testimonial industry was at its height, especially as it is applied to medicinal products. Every "patent medicine," however quackish, was able to publish testimonials from persons whose position, if not their intelligence, should have made them hesitate to give such endorsements. Those were the days when "Peruna" published panegyrics from such notables as Admiral Schley, Rear-Admiral Hickhorn, Julia Marlowe, etc., when the praises of "Duffy's Malt Whiskey" were declaimed by Sarah Bernhardt, the virtues of "Fahrney's Blood Vitalizer" sung by Schumann-Heink, and the attributes of "Electric Bitters" immortalized by Champ Clark. Those were the happy days of the "patent medicine" vendor.

Former United States Senator Mason
Pioneer in Pure Food & Drugs Legislation, Father of the Rural Free Delivery System
Takes NUXATED IRON
to obtain renewed Strength, Power and Endurance
Senator Mason Now Says
Nuxated Iron Should be Made Known to Every Nervous, Run-down Anaemic Man, Woman and Child.
Opinion of Dr. Howard James, late of United States Public Health Service, who has prescribed and thoroughly tested Nuxated Iron in his own private practice.

Reproduction, greatly reduced, of one of the advertisements of the testimonial of William E. Mason, Congressman from Illinois.

Neither should it be forgotten that the writing of testimonials for the so-called "ethical proprietaries" had become an ingrown habit with the medical profession. Then the light was turned on. Lay magazines exposed the fraud and viciousness of the "patent medicine" business, while THE JOURNAL demonstrated by numerous examples that a large proportion of the proprietary medicines sold for physicians' prescriptions were little, if any, better, than the "patent medicines." Gradually, testimonial writing became unpopular, at least among the intelligent portion of the population. Physicians virtually abandoned the practice, while among laymen it gradually became confined to the ignorant and credulous. Recently there have been indications that the habit is being reestablished. Hence, the question with which this comment begins.

Dr. Howard James, who is at present singing the praises of "Nuxated Iron," took a flier in the "patent medicine" business himself a few years ago. James' nostrum was "Mandragol," a marvelous rheumatism "cure"—discovered in Asia Minor—a native drug — wonderful tropical herb—etc.; yet people still suffer from rheumatism!

.. I am Actually .. Curing Rheumatism

Why should you suffer needlessly when relief is at hand.

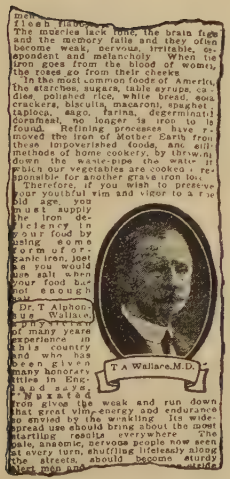
MANDRAGOL will relieve your pain in 36 to 48 hours.

If you are not relieved, or if MANDRAGOL fails to cure your symptoms, I will refund your money.

All I ask a patient, is to be honest with me.

Send postal for circular giving full description.

DR HOWARD JAMES
529 Massachusetts Ave.
BOSTON



RHEUMATISM

Acute, subacute, chronic, rapidly and permanently cured by "The Wallace Treatment." A remedy that cures—Results guaranteed. Gout, Lumbago and Sciatica also permanently cured. It is the only treatment that cures.

RHEUMATOID ARTHRITIS

Contains no narcotics or other deleterious substances. No diet. No stomach disturbances. Improves general health.

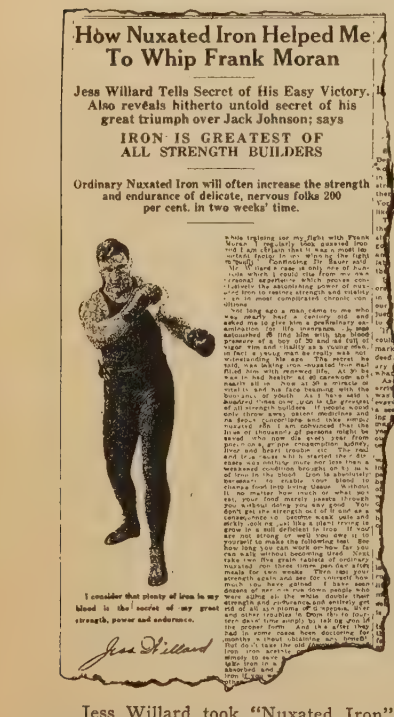
In cases due to blood poisoning it not only cures, but removes mercury, &c., from system. Can be administered by your own physician.

Office open daily 10-4 Tuesday and Thursday evenings until 7 P M., and by appointment. Write for booklet. Dept. W.

Guaranteed by the Rheumaticide Company, 1 East 42d st., New York City, under the Food and Drugs Act, June 30, 1906. Serial No. 39251.

Dr. T. Alphonsus Wallace, another "Nuxated Iron" testimonial-giver, used to be in the rheumatism cure business. The "Wallace Treatment" was exploited under the trade name "Rheumaticide Company" from 1 East 42d Street, New York City, at which address T. Alphonsus Wallace held forth. In publishing the results of an analysis of "Rheumaticide," THE JOURNAL of the American Medical Association called attention to the fact that the company was convicted for violation of the public health law and was fined $250.

Our readers will remember that Mr. Jess Willard credits "Nuxated Iron" for his victory over Mr. Jack Johnson, while Mr. Ty Cobb declares, in very black type, that this panacea is responsible for his "winning" qualities. Now comes the Hon. William E. Mason, former United States senator, now congressman-elect from Illinois, advising the people of the United States that "Nuxated Iron Should Be Made Known to Every Nervous, Run-Down, Anemic Man, Woman and Child." This is the same Mr. Mason whose name appeared as "General Counsel" of the "International Institute for the Treatment of Tuberculosis" operated by the "rupture-dope-dyspepsia-consumption-curer," O. E. Miller. When THE JOURNAL called Mr. Mason's attention to the question-



How Nuxated Iron Helped Me To Whip Frank Moran

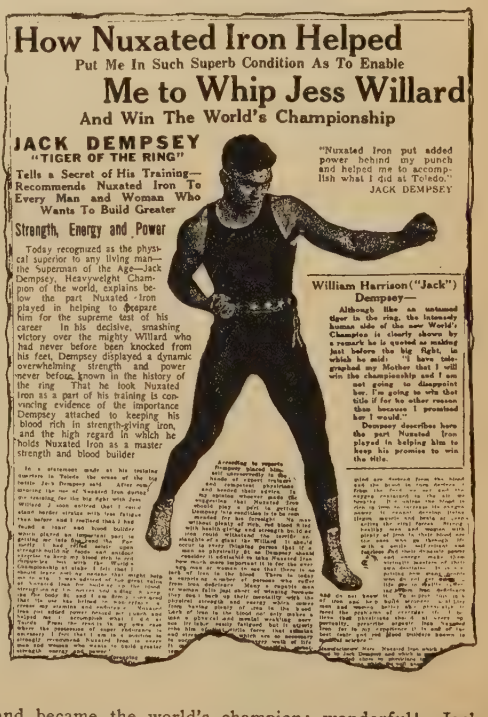
Jess Willard Tells Secret of His Easy Victory. Also reveals hitherto untold secret of his great triumph over Jack Johnson; says

IRON IS GREATEST OF ALL STRENGTH BUILDERS

Ordinary Nuxated Iron will often increase the strength and endurance of delicate, nervous folks 200 per cent. in two weeks' time.

I consider that plenty of iron in my blood is the secret of my great strength, power and endurance.

Jess Willard



How Nuxated Iron Helped

Put Me In Such Superb Condition As To Enable

Me to Whip Jess Willard

And Win The World's Championship

JACK DEMPSEY

"TIGER OF THE RING"

Tells a Secret of His Training—Recommends Nuxated Iron To Every Man and Woman Who Wants To Build Greater

Strength, Energy and Power

"Nuxated Iron put added power behind my punch and helped me to accomplish what I did at Toledo."

JACK DEMPSEY

William Harrison ("Jack") Dempsey—

Although like an untamed tiger in the ring, the intensely human side of the new World's Champion is clearly shown by a remark he is quoted as making just before the big fight, in which he said: "I have telegraphed my Mother that I will win the championship and I am not going to disappoint her. I'm going to win that title if for no other reason than because I promised her I would."

Dempsey describes here the part Nuxated Iron played in helping him to keep his promise to win the title.

Jess Willard took "Nuxated Iron" and became the world's champion; wonderful! Jack Dempsey took the same stuff and whipped Jess Willard; marvellous! What would have happened if Dempsey and Willard had both been taking "Nuxated Iron" at the time they fought for the championship? Would it have been a case of an irresistible force meeting an immovable body?

able company in which his name appeared he pleaded ignorance of the nature of the "Institute" and withdrew from it. Doubtless when his attention is called to the "Nuxated Iron" quackery, he will ask those who are responsible for the quarter-page advertisement now appearing in the newspapers to return his photograph and testimonial.

Congressman Mason testifies that he had suffered greatly from "that horrible tired feeling." After reading the testimonial, those holding old-fashioned ideas of the dignity and intelligence that should characterize the House of Representatives will appreciate just what a "tired feeling" means.—*(From The Journal A. M. A., Feb. 24, 1917.)*

Sporting Postmortem.—Thus, Jess Willard via "patent medicine" advertisements in 1916:

"I have often taken Nuxated Iron and I have particularly advocated the free use of iron by all those who wish to obtain great physical and mental power. Without it I am sure that I should never have been able to whip Jack Johnson so completely and easily as I did, and while training for my fight with Frank Moran, I regularly took Nuxated Iron, and I am certain that it was a most important factor in my winning the fight so easily."

Has Nuxated Iron lost its strength, or did Jess lose interest in that product as soon as his testimonial became ancient history? The exploiters of the nostrum have asserted that it makes "Iron Men"; but then, recent events have shown that three rounds with a towel-waving finale is also a great "iron men" producer. 'Tis an ill wind that blows no one good. The Toledo episode has deprived the gentlemen who sell Nuxated Iron of the pulling power of one of their testimonials, but they still have others. For instance, the Hon. William E. Mason, congressman at large from Illinois, has extolled the nostrum for overcoming that "horrible tired feeling one cannot describe." There must be a lot of fight fans who need something in that line.—*(From The Journal A. M. A., July 12, 1919.)*

Sporting Note.—Thus the new world's champion, in large advertisements appearing in last Sunday's papers—at least in such papers as need the money from such sources:

"Nuxated Iron put added power behind my punch and helped to accomplish what I did at Toledo."—Jack Dempsey.

The secret is out. We feel that an apology is due to those of our readers who rely on this department for their knowledge of sporting events. We admit to a lack of enterprise in not discovering earlier what was going on behind the scenes in Mr. Dempsey's training camp. But three short years ago, Mr. Willard was telling the public—at the expense of the manufacturers of Nuxated Iron—that that marvelous "patent medicine" was the secret of his easy victories over Jack Johnson and Frank Moran. Now the Honorable William Harrison ("Jack") Dempsey—also at Nuxated Iron expense—"tells the secret" of his training, and explains how "Nuxated Iron" helped him to whip Jess Willard! Ain't science wonderful!—*(From The Journal A. M. A., July 19, 1919.)*

OIL-OF-SALT

C. A. Mosso, 2253 Warren Avenue, Chicago, exploits a nostrum, "Oil-of-Salt," claimed to be "a product of salt and oils" and an "infallible destroyer of all systemic poisons." "We have always been careful," says Mosso, "not to give the impression that Mosso's Oil-of-Salt is in any manner a product of drugs or chemicals." Mosso's philosophy of health and disease is a simple one: All diseases are but "systemic poisons" in the body; Oil-of-Salt destroys all poisons; *ergo,* Oil-of-Salt cures all diseases.

"All of our ailments are caused from some poison contracted in devious ways.

"Mosso's Oil-of-Salt will remove any and all kinds of systemic poison from the human body . . . and when this is done perfect health is the natural result."

"Mosso's Oil-of-Salt is proclaimed to be the most wonderful curative agency known. . . . ."

Mosso's conception of physiology, anatomy and pathology is in keeping with his knowledge of pharmacology. Diabetes, he tells us, is "commonly called Bright's disease," while "a formation of stone or calculus substance" comprises "what is known as gravel or Gall Stones."

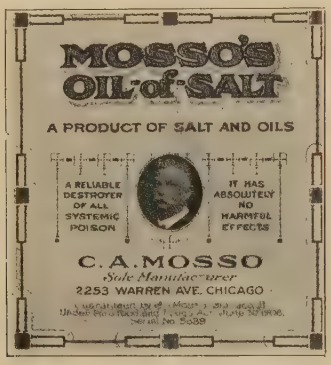
"Hay-fever, Rheumatism, Neuralgia, Skin troubles such as Salt-rheum, Eczema, Pimples, etc. Piles of all kinds, Indigestion, Diarrhea, Nervousness, Female Weakness and prostatic trouble; all of which can be restored to perfect order by the use of Mosso's Oil-of-Salt."

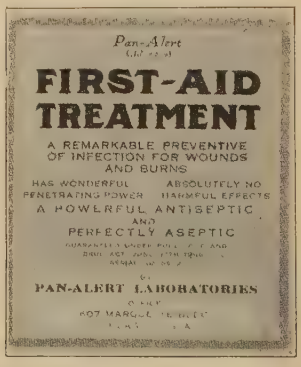
The favorite method of introducing this nostrum seems to be that of sending to those in charge of manufacturing plants a printed letter reading, in part, as follows:

"*Gentlemen*:—If you will allow me to place in the hands of your First Aid Department my system in the line of a First Aid to the Injured, I will guarantee that no workman need lay idle for over thirty minutes, after the treatment has been applied, from any of the ordinary accidents that occur in their daily work, also that they will not suffer from any pain after said time, and there will never be any bad effects from the wounds.

"The wounds I speak of are as follows: Cuts, Burns, Strains, Crushed Feet and Hands, also all Poisonous Wounds as those caused from Rusty Nails, Copper, Brass, Lead, Zinc, etc. No Blood Poison can ever take place in any case where The First Aid is used.

"You need have no fear of death from the following troubles, and relief can be obtained in from thirty to sixty minutes, namely: Ptomaine Poisoning, Internal Hemorrhage of any kind, Colic, Bloody Disentery [*sic*] and all dangerous afflictions that assail mankind in their daily life."





Photographic reproductions of the labels of "Mosso's Oil-of-Salt" and of "First-Aid Treatment" which is said to be the later name of the Mosso nostrum.

One would imagine that it would not take medical knowledge to recognize the absurdity of the claims made in this letter. Apparently, however, factory foremen and superintendents are not infrequently misled by the specious promises made for this product. Several manufacturing concerns have written to THE JOURNAL asking for information regarding the composition and probable value of Mosso's Oil-of-Salt and, as a result, an analysis of the preparation was made in the Association's laboratory. The report follows:

LABORATORY REPORT

Mosso's Oil-of-Salt is a yellow oily mixture possessing an aromatic odor, resembling a mixture of turpentine, camphor and sassafras, and possessing a strong burning taste. It is inflammable, and burns with a luminous smoky flame.

When distilled with steam it leaves a yellow oily liquid devoid of aromatic odor, but possessing an odor and taste indicating linseed oil. Qualitative tests and the iodin absorption number further identify the oil as linseed oil. The volatile portion which was carried over by the steam was a colorless oily mixture and possessed the same characteristic odor of Oil-of-Salt. This mixture was completely volatile on the steam bath and was inflammable.

Quantitatively the linseed oil was determined by removing the volatile constituents by steam, and extracting the linseed oil by chloroform and evaporating the chloroformic solution in a weighed dish. After evaporation of the chloroform the oil was allowed to dry in a desiccator. After a short time the weight began to increase, this no doubt being due to oxidation. The weight of oil found by this method may be taken as a close approximation of the actual content of oil; the presence of about 63 per cent. linseed oil was indicated. By heating a weighed sample of Oil-of-Salt on a boiling water-bath until the characteristic aromatic odor of the preparation had disappeared a residue amounting to 64.5 per cent. was left. This approximate determination indicates the non-volatile oil (linseed) content to be about 63 to 64 per cent.

An aqueous extract of Oil-of-Salt is acid in reaction to litmus, methyl orange, phenolphthalein and dimethylaminoazobenzene and contains chlorid, showing the presence of free hydrochloric acid. A portion was extracted with water until the extracts no longer were acid to methyl orange and the combined extract titrated with normal alkali. This showed the presence of 0.16 per cent. free hydrochloric acid. After titration the solution was made acid by nitric acid and the chlorid precipitated as silver chlorid. By this method a chlorid content equivalent to 0.17 per cent. hydrochloric acid was indicated. An alcoholic solution of Oil-of-Salt titrated with normal alkali in the presence of phenolphthalein indicator showed the presence of 0.17 per cent. free hydrochloric acid.

These determinations agree as to the free hydrochloric acid content. A total chlorid determination made after fusing with Hunter's fusion mixture showed a chlorid content of 0.51 per cent. equivalent to 0.52 per cent. hydrochloric acid. An alcoholic extract of Oil-of-Salt, made until evaporation of some of the alcohol showed no more of the volatile oils, was fused with Hunter's mixture and the chlorid determined; 0.489 chlorid equivalent to 0.49 per cent. hydrochloric acid was found. This compared with the total chlorid content indicates that the part of the mixture containing the chlorid is soluble in alcohol, viz., the volatile oils.

In general it may be concluded that Oil-of-Salt is a mixture consisting of about two-thirds linseed oil with one-third of a mixture of essential oils including turpentine, camphor and sassafras, containing total chlorids equivalent to 0.52 per cent. hydrochloric acid, 1.3 of which is present as free hydrochloric acid.

Here, again, we have illustrated the reason for the frantic opposition on the part of "patent medicine" manufacturers to every demand for publicity of composition. The most ignorant of workmen could hardly be fooled into believing that a mixture of linseed oil with small amounts of oils of turpentine, camphor and sassafras, a pinch of salt and a trace of muriatic acid could produce the results that Mosso claims for his "Oil-of-Salt." No intelligent human being, in fact, could be convinced that such a mixture would "place you and those you employ beyond all danger or [*sic*] premature Death and Suffering from any of the accidents that occur in your works." With the mystery that surrounds a secret mixture like Oil-of-Salt, however, any claim, no matter how preposterous, will be accepted by a certain number of people. The latest information regarding Oil-of-Salt indicates that it is now being exploited under the name, "First Aid Treatment," and is being sold by the Pan-Alert Laboratories, 607 Marquette Building, Chicago.—*(From The Journal A. M. A., Aug. 14, 1915.)*

PERUNA

"Dr." Hartman, who, to all intents and purposes, is the Peruna Company, evidently has a desire to "get back" at the American Medical Association in particular and at decent physicians in general for the damaging exposés he has received at their hands. To do this, he has published a large advertise-

ment during the last few weeks headed, "Dr. Hartman Makes Public the Facts As to What Doctors Think of Peruna." In it, the Peruna company declared that it has received letters from "regular practicing physicians" who have offered to write testimonials for Peruna, providing they received pay for them. "But," says Hartman virtuously, "I have always refused to pay for such a service." Then he goes on:

"I recently received such a letter from Kentucky, from a doctor who says he has been practicing medicine for a quarter of a century and is at present 'medical referee for the county, president of the county medical board, local surgeon of the C. & O. Railroad, member of the state medical society and American Medical Association' and all that. He has used Peruna and offers to give me a very remarkable testimonial, if I would pay him for doing so."

"It was very gratifying," says Hartman, "to receive such a testimonial from a brother physician and quite a temptation to pay him a small sum and allow his letter to be published." But no, Hartman could not bring himself to do such a thing as to pay out money for a testimonial! He publishes most of the letter anyway, however, and it doubtless made just as good bait for "suckers" and was much cheaper. Says Hartman:

"In referring to the doctor's letter, I do not consider that I am violating the ordinary courtesies and confidences of private correspondence. I have not made use of his name or the town where he resides. But I am perfectly willing to communicate the name and address by private correspondence if any one wishes me to do so."

For the purpose of "calling" Hartman's bluff, letters were written to him asking for the name and address of the Kentucky physician, alleged member of his state society and of the American Medical Association, who had offered to sell a testimonial for Peruna. One of these letters was from a physician in Illinois, another from a minister in Michigan and a third from a stenographer in Kentucky. Each writer received a letter from Hartman, stating that while he was "always glad to show people letters and testimonials" he would want further information regarding the "use you are proposing to make of this name and address" before he would be willing to send it. He continues:

"The fact that you are a physician ['a Reverend'] ['a woman'] leads me to believe that you are not intending any hostility either toward the doctor or myself."

Presumably if he had received letters from a butcher, a baker or a candlestick maker, "the fact" that the writer was a butcher, a baker, etc., would "lead" Hartman to believe that he was "not intending any hostility." The minister wrote back to Hartman that he desired the name so that he might write to the physician in question and find out whether he really did recommend Peruna. This brought another letter from Hartman stating that the Kentucky physician no longer was friendly to him but that he would enclose —and did enclose—a copy of the original letter which he received from the Kentucky doctor. Here is a copy of the letter:

The Peruna Medicine Co., Columbus, Ohio: Frenchburg, Ky., Sept. 23, 1910.

Gentlemen:—I write to ask you if a testimonial from a grateful patient would be of any particular value to you. I have practiced medicine for a quarter of a century and have been afflicted with a subacute inflammatory condition of the post-nasal space, and of recent years the larynx had been involved in the catarrhal process. Have also been for the last fifteen years addicted to the constant use of morphia. Your medicine has entirely relieved me of both conditions, after only a comparatively short time, and today am the happiest man alive. Medical men will hardly believe me when I tell them that your medicine cured me of the opium habit, but it is a fact nevertheless. I had tried for fifteen years every known means and took treatment at several sanitariums, as every one in this part of the country will know. I am willing to make oath to the above statement, and if you wish it, and are willing to make it worth my while, I will write you the testimonial that will be valuable to you as an advertisement. I do this with no mental reservation whatever, believing, as I firmly do, that it cured me of the most damnable habit, or disease, to which humanity is liable.

My action in this matter may have a tendency to stagger my medical friends, lauding an irregular medicine, but I have considered the matter carefully and prayerfully, and I propose to stand by my honest conviction. I am the medical referee for this county, president of the county medical board, local surgeon of the C. & O. R. R., Rothwell to Mt. Sterling, member state medical society and American Medical Association. My action may, and I have no doubt will, cause some criticism.

I am also preparing an article to be read at our next meeting of our county society on catarrhal diseases of the larynx. My treatment for these troubles is the free and regular exhibition of your "Peruna." Will send you a copy of the article if you wish it. If you wish to use it for the benefit of suffering humanity I will send you the testimonial with my photo. There is no gallery here, but I can get one by going to Mt. Sterling, Ky., thirty miles from here. I am satisfied this will redound to your benefit in a financial way, but the best of all if it will be the means of saving even one poor soul from a living hell I will be satisfied. I am treating now seven cases of opium habit, and my principal treatment is your preparation.

I am a graduate of the University of Louisville, Ky., class of '85, and have taken the post-graduate courses at New York the last five years. Yours very truly and gratefully,

JOHN L. BROWN, M.D.

In the Peruna advertisement, which appeared in October, 1912, Hartman states, regarding the letter just given:

"I recently received such a letter . . ."

In each of his letters to those that wrote him asking for the name and address of the physician, Hartman said:

"I have the doctor's letter in my office, recently received."

Now note the date of the letter "recently received" from John L. Brown—September, 1910! In other words, the letter had been in cold storage for more than two years! So much for Hartman's accuracy. Now just a word regarding John L. Brown. Brown declares in his letter that he is, among other things: (1) medical referee for his county, (2) a member of the Kentucky State Medical Association, and (3) a member of the American Medical Association. The secretary of the Kentucky State Medical Association declares that Brown was never medical referee for his county, nor was he a member of the Kentucky State Medical Association. For the rest, we may say that Dr. John L. Brown, self-admitted morphin addict, who was willing, after he had "considered the matter carefully and prayerfully," to give a testimonial for Peruna—providing Hartman "came across"—is not, and never has been, a member of the American Medical Association.—*(From The Journal A. M. A., Dec. 7, 1912.)*

DR. PIERCE'S PLEASANT PELLETS

"Dr. Pierce's Pleasant Pellets" are made by the World's Dispensary Medical Association, Buffalo, the same concern that exploits "Pierce's Golden Medical Discovery," "Pierce's Favorite Prescription," "Pierce's Compound Extract of Smartweed," etc. The Pierce nostrums are advertised under the shibboleth, common to the "patent medicine" maker, that their products contain only vegetable ingredients. Pierce's Pleasant Pellets are recommended to the public on the claim that:

"Being entirely vegetable in composition, these pellets operate without disturbance to the system, diet or composition."

Elsewhere in the same advertising leaflet the public is warned against "harsh drastic pills, composed, as most of them are, of jalap, aloes, scammony, croton oil, gamboge and elaterium"—all of them, it should be noted, products of the vegetable kingdom. Some day, possibly, the public will learn that some

of the most deadly poisons known to science are "purely vegetable"; when that time comes the "patent medicine" makers will probably discard the "vegetable" talking point!

No longer is the direct claim made—at least in the trade package, which is subject to federal regulation—that "Dr. Pierce's Pleasant Pellets Cure Constipation." In common with a great deal of the "patent medicine" advertising of today, the direct falsehood of the former Pierce claims has given place to the inferential falsehood. The advertising of one Pierce nostrum is used for the purpose of exploiting another. Thus the leaflet that accompanies the trade package of Pierce's Pleasant Pellets recommends the "pellets" for "suppressed menstruation"—from "taking cold"—coupled with the use of a hot sitz bath—and a "full dose of Dr. Pierce's Compound Extract of Smartweed." The Smartweed nostrum, by the way, according to labels in our files, contains, in addition to 40 per cent. alcohol, eight tenths of a grain of opium to the fluid ounce. The "Pleasant Pellets" are also recommended in "very obstinate cases of Tetter, Salt-Rheum, Erysipelas, Eczema, Boils, Carbuncles, Scrofula, and Eruptions caused by Infectious Blood Poisons"—in connection with "Golden Medical Discovery."

"Pierce's Pleasant Purgative Pellets" were examined in the Association's laboratory, and while no exhaustive work was done, the chemists reported:

"After removal of the coating, the inner pill responded to tests for emodin and aloin. Alkaloids, mercury or phenolphthalein were not found. Whether or not other emodin-bearing drugs besides aloin were present was not determined. Essentially, Pierce's Pleasant Purgative Pellets appear to be an ordinary laxative pill."

That the active principle of aloes was found in the pills is of interest in view of the fact, already referred to, that the leaflet advertising Pierce's Pleasant Pellets warns the public against the use of purgatives composed of aloes.—*(From The Journal A. M. A., Dec. 4, 1915.)*

PLANT JUICE

Take a dash of bitters, add sufficient alcohol to give an effective and unmistakable "kick," put in a small quantity of laxative drugs—but not sufficient to interfere with a few extra daily doses if one feels so inclined—carefully limit the claims on the trade package and just as carefully throw conservatism to the winds in advertising the stuff in the newspapers—and there is the making of a commercially successful "patent medicine."

Such for all practical purposes is Plant Juice, put on the market by Col. Frank A. Dillingham of Cincinnati. The success—financial, not moral—that has followed the exploitation of Plant Juice may be appreciated when one reads in the daily papers that according to testimony alleged to have been given in a recent court action the business is now bringing Colonel Dillingham "a profit of $90,000 a year."

Plant Juice contains 20 per cent. alcohol; this, as the law demands, is admitted by the manufacturer. The dose is half an ounce three times a day or more if so inclined. "Plant Juice is the Proper Medicine" and is made from "a proper selection" of herbs, roots, barks, leaves and blossoms. It sells for a dollar a bottle; six bottles for $5. On the trade package little is claimed for it, and wisely; why run the risk of being haled into the federal court for false and fraudulent claims on the trade package when nobody buys a "patent medicine" on what the trade package says? There are still some newspapers in the country that will admit any nostrum advertisement that will not actually

debar the publications from the mails—and the Food and Drugs Act does not apply to lying claims made in the newspapers. Here are a few of the claims that have appeared in the newspapers:

"It represents the greatest combination of the juices of medicinal plants known to science."
"It is the most marvelous reconstructive and tonic product of the age. . . ."
". . . a specific for all derangements of the stomach, kidneys, liver and blood."

SOME CLAIMS

In a booklet distributed by Plant Juice "demonstrators" the public is told: "No extravagant claims are made for Plant Juice. It will do what is claimed for it and no more." In the same booklet under the heading "Kidney Trouble" one learns that kidney disease "may take the form of a weakness in the kidneys, chronic inflammation or Bright's disease. . . ." Plant Juice is alleged

PLANT JUICE
IS A LAXATIVE, DIURETIC and ALTERATIVE
Stomach, Liver and Kidneys
PRICE $1.00 PER BOTTLE
Frank A. Dillingham
DILLINGHAM'S TRIPLEX
PLANT JUICE
DIRECTIONS
Adults one tablespoonful three times a day, before or after meals as preferred.
Children 10 years of age, one teaspoonful three times a day.
MANUFACTURED FOR
FRANK A. DILLINGHAM
CINCINNATI OHIO
PLANT JUICE
HERBAL EXTRACT
HERBS, ROOTS, BARKS, LEAVES AND BLOSSOMS
EFFECTIVE REMEDY FOR MEN OR WOMEN
BLOOD PURIFIER AND BUILDER
PLANT JUICE is the PROPER MEDICINE
PRICE $1.00 PER BOTTLE

The carton in which "Plant Juice" comes, reproduced in miniature.

to have "been used in the treatment of nearly every known form of kidney disease, and in every case it has demonstrated its marvelous curative powers." Further in the same booklet "Female Trouble" is discussed. The "most prevalent" forms listed are "painful and irregular menstruation, leucorrhea, misplacement of the womb, ulcers, tumors," etc. Those suffering from any or all of these derangements are asked to believe that "there are few remedies that can equal Plant Juice in preventing and relieving the ills of womankind." Still further we learn, under the heading "Blood Trouble," that "there are hundreds of diseases to which the blood is subject when contaminated by poisons"; among these diseases those that are "most prominent and of frequent occurrence" are said to be "syphilis, cancer and scrofula." In the next paragraph, the sufferer from syphilis or cancer is told that Plant Juice "being a natural and specific remedy" should be taken because it "eliminates the poisons from the blood and helps Nature supply the enriching elements that are lacking in weak, impoverished and diseased blood."

THE TESTIMONIAL ADVERTISEMENTS

But the most popular, and presumably successful, method by which Plant Juice is advertised is that of the inferential-falsehood route. The exploiter instead of saying in his own words, for example, that Plant Juice will cure rheumatism publishes alleged testimonials from Henry Mickow, Mrs. John Breutigam, F. Hardaker, etc., who claim to have been "relieved" of rheumatism by taking Plant Juice. The nostrum is not frankly advertised as a "cure" for ulcer of the stomach, but George J. Manning's testimonial to the effect that he had ulcer of the stomach and was "never relieved until he took Plant Juice" may be counted on to sell just as many bottles. Have you gallstones? Mrs. Minnie Hasterok—see testimonial—had gallstones until she took Plant Juice; now she is "entirely cured." Are you deaf? Mr. Norman Weber, the "popular young bank clerk," *vide* testimonial, "Had Lost His Hearing Due to Catarrhal Affection—Has Used Plant Juice for Six Weeks and Catarrh Has Vanished!" By the same token the public is led to believe that Plant Juice has cured "canker of the stomach," "kidney trouble," "nervous debility," "gastritis," "piles," "paralysis," and various other conditions.

ANALYSIS

Plant Juice has been analyzed by the Health Department of Milwaukee. The chemist's report was to the effect that, in addition to the 20 per cent. alcohol, there was not quite 8 per cent. of total solids, of which over 2 per cent. was glucose. The chemist further declared that the principal constituents were fluidextracts of aloes and licorice with possibly slight amounts of cascara sagrada or fluidextract of senna. The chemist adds:

"It is a diluted form of vegetable cathartic, with licorice added for smoothness, and sold at an extravagant price."

The report of Health Commissioner Ruhland of Milwaukee on this nostrum is interesting and instructive. Here it is in part:

AS VIEWED BY THE MILWAUKEE HEALTH DEPARTMENT

"Most Americans are more or less constipated. This causes many of our headaches or nausea, loss of appetite and other similar ailments. Trading upon this knowledge, somebody has prepared an 'herbal system tonic,' known as Plant Juice.

"Plant Juice is advertised as 'beneficial' in anaemic conditions, nervousness, sickness and debility, headache, backache, indigestion, dyspepsia and various other ills. Its claims are substantiated by testimonials from 'a well known police officer of this city,' a 'popular employe of a large Milwaukee laundry' and other residents equally well known and popular.

"Plant Juice has been analyzed by the Health department and found to be a laxative. The well known and popular citizens, therefore, used the laxative, were relieved of headaches, indigestion, pain and nausea—all of which are symptoms of constipation—and so honestly believed themselves cured of desperate ailments. In probably 90 per cent. of the cases, a glass or two of hot water each morning, more exercise or lighter foods would have accomplished the same results. . . .

"Consider the solicitous care of the Plant Juice man: Firstly, he doesn't say Plant Juice will 'cure' anything. That may shock the tender sensibilities of the federal statutes. He says the great herbal system tonic will be 'beneficial' in anaemic conditions, nervousness, sickness and debility, headache, backache, etc.; all of which are symptoms and not causes. The cause, in most cases, is constipation. So, when Plant Juice benefits headaches and backaches and nervousness, it, in reality, does nothing but relieve constipation. And, as said before, water, exercise or proper food usually would do this quite as well as Plant Juice. . . .

THE TESTIMONIALS

"As for the testimonials from the well-known and popular citizens: The Plant Juice man himself wrote every one that the Health Department investigated. Of those traced, none had been mailed to the Plant Juice people, nor

HE CAN EAT PORK, BEANS OR CABBAGE
MUSIC MASTER NOW IS HAPPY SINGS PRAISES
HEARS HIS WATCH FOR FIRST TIME
BROUGHT HIM BACK HIS LOST HEALTH
LOCAL MINISTERS ASKED TO JUDGE
WAS IN BED FOR THIRTEEN WEEKS
BUSINESS MAN'S TRUE STATEMENT
SOMERVILLE LADY BECAME VERY WEAK AND WOULD FAINT
ENGINEER ON THE BOSTON & MAINE
BOSTON LADY IS RECOMMENDING IT TO HER FRIENDS
A CHICAGO MAN IS NOW DEE-LIGHTED
PROMINENT PASTOR OF SPRINGFIELD INDORSES PLANT JUICE, THE TONIC
FROM WATERTOWN TO MAKE REPORT
Pierre St. Jean
MRS. HELD CLAIMS SHE IS PICTURE OF GOOD HEALTH
A CONDUCTOR HAD STOMACH TROUBLE
MANY PROMINENT CALIFORNIA PEOPLE ARE PRAISING IT NOW
CONDUCTOR WAS WARNED IN TIME
SURELY DELIGHTED WITH THE RESULTS
PLANT JUICE WAS SURELY GOODSEND
A REVERE BEACH LADY NOW HAPPY
A BOSTONIAN SAYS, "IS THE GREATEST MEDICINE OF ALL"
A LYNN STATE
EVERETT MAN HAD 'SPENT A FORTUNE'
PHYSICIAN GIVES THE TRUE VERSION

The testimonial advertisement has largely supplanted the direct claims that used to be characteristic of "patent medicine" advertising. Plant Juice is advertised by the "lie with circumstance" instead of by the "lie direct" method. Here are reproduced in miniature a few of the many advertisements of Plant Juice in THE JOURNAL files.

was any unsolicited. It is true that the signatures were genuine and those who allowed the use of their names actually had used Plant Juice. But they merely signed the testimonials. The Plant Juice man wrote them. This was true of all the cases investigated by the Health Department.

"The users signed these testimonials for various reasons. One 'sensational statement,' as the Plant Juice man puts it, was traced to an illiterate old lady who had no more real idea of what was in the testimonial she signed than of what was in the moon. The Health Department found her complaining of the same aches and pains that she had declared, in her testimonial, vanished under the balm of Plant Juice.

"A second testimonial was signed by 'a well-known musician' of this city who told Health Department officers that 'I didn't say one-half of what the Plant Juice agent said I did.' He also said that he hadn't liked the idea of publication and had notified the Plant Juice people to cease using his name in the future. In fact, Health Department officers gathered that this particular victim rather yielded weakly to a glib agent than willingly offered any testimony concerning the great herbal system tonic.

AN UNDERTAKER WITH AN EYE TO BUSINESS

"A truly unique offering in the testimonial line illuminated the way of the officers when they interviewed 'a well-known and popular undertaker.' This user of the herbal extract was boosting Plant Juice because it 'helped his business.' Or, to be precise, his good wife—who explained things in his absence—said he had permitted the use of his picture and statement because it was good advertising.

"The thinking person does not attach much importance to the testimonial. Testimonials are procured by patent medicine manufacturers on the theory that 'there is one born every minute.' On this same theory, they are able to sell their products."

The Milwaukee Health Department states the matter correctly. If, as has been alleged, Colonel Dillingham makes a profit of $90,000 a year, it is the "one born every minute" that makes it possible.—*(From The Journal A. M. A., Dec. 2, 1916.)*

PODOLAX

"PoDoLax" is being extensively advertised as a laxative by the E. E. Sutherland Medicine Co. of Paducah, Ky. It is admitted that:

"PoDoLax is not an accidental discovery nor an Indian Remedy."

On the other hand:

"It is the result of hard study by the brightest minds in the medical profession. The pleasant taste is the effect of the work of a first-class chemist, so combining the drugs of the prescription as to eliminate the objectionable taste and at the same time retain their strength."

The name "PoDoLax" is apparently intended to suggest that podophyllum is the chief constituent of the remedy, and this implication is quite unmistakably conveyed in the following expression found in one of the advertisements for the preparation:

"PODOLAX.—Podophyllin with the Gripe taken out."

Also in a circular devoted to the exploitation of PoDoLax and other nostrums the following statements are found:

"Now a new name is before the world, which is made up from the words 'Podophyllin' and 'Laxative.'

" 'PoDoLax' is the word.

" 'PoDo' from Podophyllin—

" 'Lax' from Laxative or gentle rather than purgative.

"PoDoLax is Podophyllin with the gripe taken out. The only objection ever made to Podophyllin was the griping, and that is entirely overcome in PoDoLax."

"PoDoLax is humanity's oldest and best proven remedy, made pleasant.

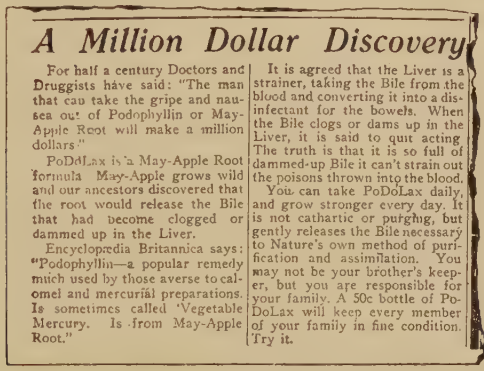
"Mandrake is the Biblical term and is first mentioned in Genesis, also in the songs of Solomon.

"Some of the doctors . . . still give podophyllin because ever since the days of Jacob, Mandrake, as it was called in the Bible, has been the best of all to start the Bile.

"A harmless, never-failing, natural remedy, as pleasant to take as maple syrup. . . ."

Aside from these statements and the declaration on the label that PoDoLax contains 6 per cent. of alcohol, no information concerning the composition of the preparation is given. Since from its physical appearance it seemed improbable that the preparation could contain much resin of podophyllum it appeared worth while to examine a specimen of PoDoLax with the view of determining its laxative constituents.

The product is sold in 5-ounce panel containers which retail at fifty cents. The preparation examined was a dark brown, syrupy liquid having an aromatic, sweet taste and an odor like a mixture of anise, sassafras and wintergreen. It contained a considerable quantity of finely divided crystalline material in suspension. Some of this was separated by filtration, washed with water and identified as phenolphthalein by the usual tests. Another laxative substance was also present, which appeared to be an extract of senna. Large quantities



A Million Dollar Discovery

For half a century Doctors and Druggists have said: "The man that can take the gripe and nausea out of Podophyllin or May-Apple Root will make a million dollars."

PoDoLax is a May-Apple Root formula. May-Apple grows wild and our ancestors discovered that the root would release the Bile that had become clogged or dammed up in the Liver.

Encyclopædia Britannica says: "Podophyllin—a popular remedy much used by those averse to calomel and mercurial preparations. Is sometimes called 'Vegetable Mercury.' Is from May-Apple Root."

It is agreed that the Liver is a strainer, taking the Bile from the blood and converting it into a disinfectant for the bowels. When the Bile clogs or dams up in the Liver, it is said to quit acting. The truth is that it is so full of dammed-up Bile it can't strain out the poisons thrown into the blood.

You can take PoDoLax daily, and grow stronger every day. It is not cathartic or purging, but gently releases the Bile necessary to Nature's own method of purification and assimilation. You may not be your brother's keeper, but you are responsible for your family. A 50c bottle of PoDoLax will keep every member of your family in fine condition. Try it.

Greatly reduced advertisement of PoDoLax in which the claims made for the nostrum are predicated on the statement that the important ingredient is podophyllin. Analysis showed that it contained practically no podophyllin, but depended for its action on phenolphthalein.

of sugar (sucrose) were present. Small quantities each of alcohol, ammonium compounds, oil of wintergreen and possibly other volatile oils were also found. A determination of alcohol gave 4.47 per cent. by volume. The residue on drying amounted to about 71.5 gm. per hundred c.c. Podophyllin was absent or not present in more than traces. Phenolphthalein was determined and about 1.6 gm. per hundred c.c. found. This is equivalent to about 1.8 grain in each directed dose of PoDoLax. Whether or not other laxatives are present in small quantities matters little since phenolphthalein and senna are the essential medicinal ingredients, of which the former probably predominates. From the results of the examination it appears that PoDoLax is an aromatized syrup containing phenolphthalein in suspension and fortified by the addition of an extract of senna. Phenolphthalein is a synthetic compound made from coal-tar. Therefore, PoDoLax cannot be a "natural remedy" and to advertise such a preparation as "Podophyllin with the gripe taken out" is to offer it under claims that are misleading, false and fraudulent. That the manufacturer knows this is perfectly evident from the fact that these lying claims do not occur on the label of the trade package or in the circulars which accompany it—where they would come within the purview of the law—but are found in advertisements and in circulars which reach the consumer in other ways. Since the

Biblical mandrake, *Mandragora autumnalis,* has no botanical or therapeutic relation to the American mandrake, *Podophyllum peltatum,* the attempt to give Biblical sanction to the exploitation of PoDoLax by connecting it with the mandrake of the Bible is to be expected from the usual ignorance, stupidity and dishonesty of the "patent medicine" exploiter. To sum up:

1. PoDoLax is sold under the claim that it contains podophyllin, whereas it contains none, or at least not more than traces. Its medicinal ingredient is phenolphthalein.

2. The false claims concerning the composition of PoDoLax do not occur on the labels of the trade package or in the circulars which go with it, but are made in other ways.—*(I. E. Warren in The Journal A. M. A., Aug. 15, 1914.)*

RESTORIA

"Restoria for Bad Blood" is sold by the Restoria Chemical Company of Kansas City, Mo. The label declares the presence of "alcohol, 34 per cent."—an admission that is required by the Food and Drugs Act. Restoria is sold as a sure cure for syphilis. It is "the Miracle Medicine," "the Medicine of Last Resort," it is "Safer—Surer—Cheaper than the Serum Treatments," it contains "no mercury—no arsenic, ask the druggist." No information, of course, is given as to what Restoria contains, except the information that the law demands. It is said to be "of French origin, and has been known and prescribed throughout Continental Europe for more than fifty years."

While Restoria is recommended for rheumatism, kidney trouble, lumbago, eczema, and the omnipresent "catarrh," it is especially and particularly featured for syphilis or "blood poison." Here are some of the things the booklet has to say regarding syphilis and its treatment with Restoria and by other means:

"Restoria goes to the seat of the disease. It cleanses the Blood, as it were, eradicating from it every trace of the Syphilitic virus."

"One month of Restoria treatment may be equal to the services of the most eminent specialist, for whose skill you would be required to pay hundreds of dollars."

". . . to the average doctor this dreadful malady [syphilis] is only a name, and the patient is looked upon as a horrible example on whom he (the doctor) may practice and profit while he prescribes."

"The average physician is utterly incapable of handling this dreadful malady. He lacks the experience, but he will not tell you so. He will assume a knowledge he does not possess. He will do the best he can for you. He will fill you with mercury or arsenic, perhaps, and make a helpless wreck of you in time; and all the while charge you all the fee he can get."

"The unfortunate Syphilitic is considered common prey, and any physician is justified in trying anything on him, and charging three prices for the service."

Restoria was first brought to the attention of The Journal in November, 1917, by a letter from the Council of National Defense, written by the chairman of the Subcommittee for Civil Cooperation in Combating Venereal Diseases. The letter stated that the Restoria concern had had the effrontery to write to the Venereal Disease Committee of the Council of National Defense, asking for a recommendation of Restoria! More than a year later—in April, 1919—a physician informed The Journal that there was an effort to finance Restoria, and samples had been sent to him at the request of a friend who had been invited to take some of the stock.

An unopened, original bottle of Restoria was submitted to the Association's laboratory, and tests were made to determine the presence or absence of mercury, arsenic or iodids. The report may be summarized thus:

Restoria contains no mercury or arsenic, but does contain iodid, probably potassium iodid, and calculated to potassium iodid corresponding to 1.693 grams in 100 c.c. It also contains much vegetable extractive, some alkaloidal drug, and a bitter oil or oleo resin.—*(From The Journal A. M. A., Aug. 9, 1919.)*

S. S. S.

"Swift's Sure Specific," according to the manufacturer, is "made from purely vegetable ingredients." The only real information that the manufacturer gives regarding its composition is that which the government compels, namely, the alcohol-content—15 per cent. The dose recommended is from one to two tablespoonfuls four times a day. The Swift Specific Company claims that this "imparts just the slight exhilaration that nearly all women find beneficial." As the alcohol-content of S. S. S. is nearly one-third of that of raw whisky, a woman taking eight tablespoonfuls (4 ounces) of this preparation daily, would be getting the alcohol equivalent of more than one bottle of beer every day.

S. S. S. is sold under the claim, either direct or inferential, that it will cure syphilis ("blood poison"). In a booklet issued some time ago the Swift Specific Company, discussing secondary syphilis, said:

"Until the discovery of S. S. S., no remedy was known that could completely wipe out the disease and restore the sufferer to health . . . but S. S. S. clears out the whole thing, root and branch, and leaves the physical organism of the patient unimpaired."

In the same booklet, under tertiary syphilis, it was said:

"In tertiary Syphilis . . . S. S. S. acts with amazing effect and rarely ever fails to produce a complete cure . . . many cases, the most malignant, the most virulent, the most hopeless have been cured by S. S. S."

In a personal letter written some time ago to a victim of syphilis the "medical advisor" of the Swift Specific Company wrote, in part:

"We regret to know that you are suffering from Syphilis. Syphilis is a blood disease and the only way to cure it permanently is to cleanse the blood from all impurities and there is nothing that will purify your blood more thoroughly and quicker than S. S. S. We advise you to continue taking S. S. S. regularly. . . . . It is decidedly the best thing you can take. . . . It will cure you in less time than any other remedy and the cure will be permanent. In S. S. S. we have the only vegetable antidote to syphilis that has ever been discovered. . . ."

In another letter the company said:

"For more than forty years S. S. S. has been recognized as the one remedy for Syphilis. Thousands upon thousands have been cured through its use. . . ."

In a booklet accompanying the previous letter the statement was printed in large, black-faced type:

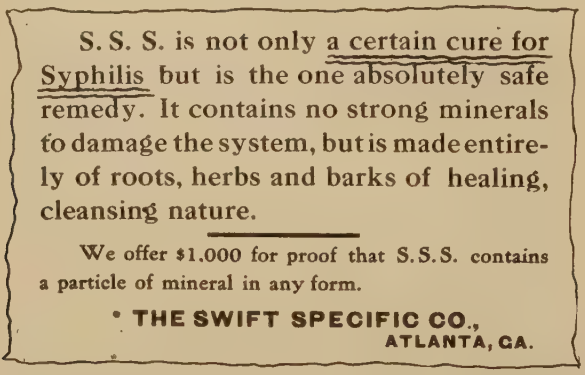
"S. S. S. is not only a certain cure for syphilis, but is the one absolutely safe remedy."

Because the better class of newspapers are recognizing that there is no possible justification for the sale of an alleged remedy for the self-treatment of so serious a disease as syphilis—a menace alike to the individual and community—the newspaper advertisements of S. S. S. no longer feature the alleged curative values of the preparation in syphilis. It is now "rheumatism" and "impure blood." The purchaser of S. S. S., however, is urged to write for the "Special Book on the Blood" which "covers all forms of blood impurities" and "goes deeply into the subject of mercury, iodid of potash, arsenic and other

mineral drugs." The booklet purports to "enable one to properly treat syphilis under the use of S. S. S. together with such medical advice as we give gratis by correspondence." It further states that the treatment of syphilis "is a simple matter."

To sell such a mixture as S. S. S. as a cure for a disease like syphilis is much on the par with selling a simple gargle as a "cure" for diphtheria.—*(From The Journal A. M. A., Aug. 25, 1917.)*

The One-Time Cure for "Contagious Blood Poison" Becomes a Remedy for Rheumatism.—As a general thing, federal laws get action where state laws fail. One has only to call to mind the innocuousness of the average state law —there are happy exceptions—governing the sale of food and drugs, and compare it with the federal law covering much the same field, to realize the advantages of national legislation over state legislation. Occasionally it happens that the states are able to bring about reforms in the interest of the public that the federal government has failed to achieve. Readers of THE JOURNAL will remember the case referred to a few years ago regarding the result of North Dakota's net-weight law. Before there was any national


S. S. S. is not only a certain cure for Syphilis but is the one absolutely safe remedy. It contains no strong minerals to damage the system, but is made entirely of roots, herbs and barks of healing, cleansing nature.

We offer $1.000 for proof that S.S.S. contains a particle of mineral in any form.

THE SWIFT SPECIFIC CO.,
ATLANTA, GA.

A page from one of the older booklets sent out by the Swift Specific Company. At that time the concern made no secret of the claim that S. S. S. was offered as "the one absolutely safe" and "certain cure for syphilis."

legislation on the subject of requiring package goods to be plainly labeled with the net weight of the contents, North Dakota had such a law, and what is more important, enforced it. As a result, one of the largest manufacturers of biscuits withdrew its business from that state rather than comply with the law. The people of North Dakota, however, were favorably situated to go into the biscuit making business themselves, and did so, putting out their products in compliance with the laws of their own state. After a few years the concern which had withdrawn its business from North Dakota reentered that state with its products labeled in accordance with the requirements of the North Dakota law. The important point is that the people in every state of the Union benefited by the reforms brought about by the law of one state.

Still another instance of a state law benefiting the nation arose in the case of the prosecution against "Hall's Catarrh Cure" by the state of Nebraska. For years after smaller and less powerful "patent medicine" makers had been forced by the federal authorities to remove the word "cure" from their trade packages, the Hall nostrum was sold as a "cure." Finally, a prosecution was instituted in Nebraska against the "cure" which was declared misbranded. Later this item appeared in a drug journal:

"Cheney & Co., of Toledo, Ohio, asked leave to dismiss their appeal to a district court in Nebraska, in the action of the state food and drug department to have 'Hall's Catarrh Cure' declared misbranded in the use of the word cure. The company also expressed its purpose of changing the name of its preparation to 'Hall's Catarrh Medicine.'"

Soon thereafter it became "Hall's Catarrh Medicine" all over the United States; it continued to be a "cure" in Canada for some years.

Now comes the state of Louisiana in the rôle of a possible national benefactor. That state has a law prohibiting the sale of venereal disease remedies except on the written prescription of a licensed physician. In May of this year the Bureau of Venereal Diseases of the Louisiana State Board of Health notified the druggists of Louisiana that the sale of "S. S. S." ("Swift's Syphilitic Specific" or "Swift's Sure Specific") would meet with the same law enforcement measures as were being waged against any venereal disease nostrum. The immediate result of this notice was a letter sent to various drug stores in Louisiana by the sales manager of the Swift Specific Company,

Symptom Blank.

DEPARTMENT OF MEDICAL CONSULTATION

TRADE S.S.S. MARK Syphilis.

THE SWIFT SPECIFIC COMPANY,

ATLANTA, GEORGIA.

Give all answers in plain handwriting, and under "General Remarks" state any particulars not included in direct questions. We can advise much more intelligently where all questions are answered.

.....19...

Name .....

Photographic reproduction (reduced) of part of a "symptom blank" sent out in November, 1916, by the S. S. S. concern to a person who wanted medical advice in the treatment of syphilis.

breathing, alike, injured innocence and defiance. The company was inexpressibly shocked to learn that its product should be classed as a venereal remedy. Said the sales manager:

"We wish to state emphatically that this is a misrepresentation of facts. Please accept this letter as our positive guarantee that S. S. S. is not recommended or advertised as a Venereal medicine. We challenge any one to find on our package or in any of our advertising in the newspapers or elsewhere any statement or claim that S. S. S. is good for Venereal diseases.

"It is difficult to understand why such a ruling could be made, and would suggest that you challenge, by letter, the right of the State Board of Health to forbid you to sell S. S. S., or anything else, on such a pretext. Doesn't it appear very peculiar that they should construe S. S. S. to be a Venereal remedy, and prevent you from selling it, when it is positively not so advertised or recommended? In no other state has its sale ever been questioned."

The letter closed with a suggestion to the effect that the druggist go ahead and sell S. S. S., and that they would be supported by the company. Was it "very peculiar" that the Bureau of Venereal Diseases of the State Board of Health of Louisiana "should construe S. S. S. to be a Venereal remedy?" Let us see: It was only a few years ago that S. S. S. was boldly and blatantly

heralded in large display newspaper advertisements as a "cure" for syphilis, or, as it was more euphemistically described in the advertisements, "Contagious Blood Poison." As newspapers became a little more careful of the type of "patent medicine" copy they would accept, the Contagious Blood Poison advertisements were soft-pedaled, while "Rheumatism," "Catarrh," and "Impure Blood" were played up as the ailments for which S. S. S. was recommended. In the trade packages, however, the purchaser of S. S. S. was urged to write for the "special book on the blood," which he was told "goes deeply into the subject of mercury, iodid of potash, arsenic and other mineral drugs." Those who sent for the booklet learned from it that it would "enable one to properly treat syphilis under the use of S. S. S., together with such medical advice as we give gratis by correspondence." They learned further from this booklet that:

". . . those unfortunates who have fallen into the clutches of that great enemy, Syphilis . . . may be said to have been without an adequate treatment until the virtues of S. S. S. were made known to them."

According to this booklet, further, S. S. S. had:

". . . become a household necessity in various forms of blood poisoning, and especially effective in that most destructive and distressing of all forms of it, the contagious poison, known as Syphilis."

Letters that have been sent out by the Swift Specific Company during the past few years, and which THE JOURNAL has in its files—letters that were written to individuals who had indicated to the company that they had syphilis—have made such claims as:

"In S. S. S. we have the only vegetable antidote to Syphilis that has ever been discovered . . ."

"For more than 40 years S. S. S. has been recognized as the one remedy for Syphilis. Thousands upon thousands have been cured through its use."

In one of the older booklets, a portion of which is reproduced with this article, the claim appeared in black, bold-faced type:

"S. S. S. is not only a certain cure for Syphilis, but is the one absolutely safe remedy."

We could continue to quote statement after statement, made in the S. S. S. advertising, advocating both by the most direct of statements and also by inference the claim that S. S. S. is a cure for syphilis.

But the Swift Specific Company evidently saw—in the action of the authorities in Louisiana—the hand-writing on the wall and a few weeks ago the State Board of Health of Louisiana received this letter from the general manager of the Swift Specific Company:

"In accordance with a resolution adopted by the Board of Directors of the Swift Specific Company, a copy of which resolution I am herewith enclosing you, the S. S. S. Company, through me as the Manager of said company, does hereby guarantee that in every advertisement published in the State of Louisiana, as well as on the labels and cartons containing the product of the Swift Specific Company, there will be a statement in the same size type as the rest of their advertising that S. S. S. is not sold for the treatment, for the cure or as a remedy for venereal diseases."

This letter was dated June 26, 1919. On Aug. 20, 1919, a bottle of S. S. S. was purchased in Chicago. The drug clerk was asked particularly whether it was "new stock;" he declared that they "got it in a few days ago." The carton in which this bottle came still holds out by inference the claim that S. S. S. is a remedy for syphilis. Thus:

"$1000 is offered for proof that it contains one particle of Mercury, Potash, Arsenic, or any other mineral drugs."

"Persons who for any reason do not wish to use mercury, potash, arsenic, or other minerals, may take S. S. S. with the full assurance that it contains none of the ingredients."

On the circular that came with the bottle—"adopted and approved" Jan. 1, 1918—there is this statement:

"S. S. S., being compounded of vegetable plants, and having no Mercury, Potash, Arsenic, or other mineral drugs in its composition, may be taken for an indefinite period."

There is no statement anywhere to the effect that "S. S. S. is not sold for the treatment, for the cure or as a remedy for venereal diseases." Does this mean that the Swift Specific Company is going to put up special cartons and advertising copy for the state of Louisiana, or does it mean that the bottle purchased a few days ago in Chicago had been in the hands of a jobber for some months?

On Aug. 21, 1919, a bottle of S. S. S. was purchased in Louisiana. The $1,000 "offer" quoted from the carton of the Chicago sample, read in the case of the Louisiana sample, thus:

"$1000 is offered for proof that it contains one particle of mineral drugs."

On the circular that came with the bottle—"adopted and approved" June 25, 1919—there is this statement:

"S. S. S. being compounded of vegetable plants and having no Mercury, Potash or other mineral drugs in its composition may be taken for an indefinite period. Its effect is recognized as being beneficial to the system."

The circular also bore the following paragraph:

"S. S. S. is a medicinal agent indicated in the treatment of Rheumatism, Catarrh, Malaria, eczema and Skin Diseases, arising from conditions of the blood. It has been extensively employed in the treatment of such diseases. Under certain laws, remedies and treatments for venereal diseases must be sold on written prescription of a licensed physician. This preparation is not sold for such diseases."

The paragraph just quoted also appeared on a small sticker pasted on the carton.

Years ago S. S. S. was solemnly announced as a cure for cancer: "That S. S. S. cures cancer is a fact that experience has placed beyond doubt." But public opinion has long frowned on the "cancer cure" business and for some years nothing seems to have appeared in the S. S. S. literature regarding its alleged curative effects in that disease. The public is now waking up to a fact that the medical profession has been attempting to hammer home for years: the self-treatment of venereal disease is not only fraught with danger to the individual, it is a menace to the community.

Public opinion has reached the stage at which it will support laws prohibiting the sale of nostrums for the self-treatment of venereal disease; this, too, in spite of the fact that the "patent medicine" interests insist that there is no valid reason why the individual should be deprived of the right to buy and use remedies for the self-treatment of venereal disease. Such being the case, S. S. S. will perforce drop its long advertised claim as a remedy for syphilis. Even so it will not be possible to eliminate from the consciousness or subconsciousness of thousands of individuals who have read the advertisements in the past or have been given the information by word of mouth, the belief that S. S. S. *is* a remedy for syphilis! There are on the market today a score of worthless nostrums purchased by foolish women in the belief that

they are abortifacients; yet in no instance do the manufacturers of these products dare specifically to announce them as such. The hundreds of thousands of dollars expended in the past by the Swift Specific Company to bring home to a certain part of the population the alleged fact that S. S. S. is a "purely vegetable" cure for "Contagious Blood Poison" cannot be wiped out of the public consciousness by the declaration on the part of the manufacturers that "S. S. S. is not sold for the treatment, for the cure or as a remedy for venereal diseases." Furthermore, it is worth noting that the manufacturers do not actually disclaim their previous pretenses. They do not come out boldly and say "S. S. S. will not cure venereal disease." All they do is more cautiously to announce that it is *"not sold for* such diseases."

INTRODUCTION

It has become necessary for us to issue another edition of our treatise on Contagious Blood Poison, and we avail ourselves of the opportunity to return our thanks to the public for its appreciation of S. S. S., and to felicitate ourselves that we are able to do so much towards abating the ravages of disease among mankind.

Especially is this true among those unfortunates who have fallen into the clutches of that great enemy, Syphilis, and who may be said to have been without an adequate treatment until the virtues of S. S. S. were made known to them. From a small beginning it has made its way in popular favor, gradually overcoming the prejudice against proprietary medicines, and inspiring hope in the breasts of those who had ceased to hope, till now is has become a household necessity in various forms of blood poisoning, and especially effective in that most destructive and distressing of all forms of it, the contagious poison, known as Syphilis. One after another, who have been rescued from untimely graves or lives of hopeless misery, have joyfully imparted the news to their despairing comrades, and now there is a great army ready to sing its praises and carry forward its victorious standard.

The necessity for this new edition is found in the fact that so many are seeking to gain a knowledge of this wonderful Blood Purifier, and are writing

For special directions, see page 25

1

Photographic reproduction (reduced) of page 1 of a booklet sent to the same individual who received the "symptom blank," a part of which is reproduced with this article. Note the statements which we have underlined.

The principle on which most "patent medicines" are exploited seems to be: Lie when you can; tell as little of the truth as you must.—(*From The Journal A. M. A., Aug. 30, 1919.*)

SANATOGEN

The case against Sanatogen has been pretty plainly given at different times in THE JOURNAL, but the sale of the stuff goes on—thanks to the power of advertising. One criticism that has been made of this patent medicine is the exorbitant price charged for it. This objection, although but an incidental

one, is the one that apparently appeals to the layman. You arrest the attention of the average man when you appeal to his purse; he resents paying an exorbitant price for anything. This probably accounts for the fact that this particular criticism has apparently hurt the sale of Sanatogen to a greater degree than the more serious objections made to the preparation. This also accounts, doubtless, for the fact that the attempts to answer THE JOURNAL criticisms, by those who are selling Sanatogen, have been largely devoted to the one point—its outrageously high price.

The fundamental objection to Sanatogen is not its high price, but the attempt to ascribe to a mixture of casein and glycerophosphates powers not possessed by these ingredients—in other words, the misleading and false claims made for it. Even if it were sold at cost price, the stuff, as at present advertised, would still be objectionable. The nub of the whole matter is: The claims made for Sanatogen are unwarranted, misleading and false.

SOME MISLEADING CLAIMS

The constituents of Sanatogen are casein and sodium glycerophosphate. These two very ordinary substances possess, so the Sanatogen people would have us believe, peculiar properties when they are brought together in chemical combination. Sanatogen, they claim, *is* a chemical combination of these constituents. The claim may be a good "selling-point," but it cannot be, and is not, seriously taken by chemists. But even supposing, for the sake of argument, that sodium glycerophosphate and casein could be combined, there is not a scintilla of evidence to show that such a combination could survive the destructive influence of digestion and be absorbed. Whether Sanatogen is a chemical combination of casein and sodium glycerophosphate or a mere mechanical mixture of these two substances, is really immaterial. In either case, it would be separated into its constituent parts by the digestive juices and would have the properties of sodium glycerophosphate and casein, and nothing more.

Remembering this, let us examine once more some of the claims made for this patent medicine:

"Sanatogen is a nerve and tissue food for which the brain, spinal cord and the nerves have a special predilection."

". . . practically identical with the main ingredient of nerve and muscle cells. . . ."

"Sanatogen stands pre-eminent in its power to feed the nerve centers, to promote healthy digestion, to give strength and endurance to the entire system."

". . . food for tired nerves. . . ."

". . . a rational, scientific nerve-food."

To the physiologist, the term "nerve-food" is an absurdity. The processes of digestion reduce the albuminous substances (proteins, such as casein) of the food to simpler forms. This is true no matter what may be their source. Whether the proteins are derived from the gluten of wheat, the casein of milk or the albumin of egg, one will "feed the nerves" just as well as the other. And Sanatogen "feeds the nerves" no more than, in fact not as much as, do bread and meat and eggs. Of course, the casein in Sanatogen has food-value, but so has ordinary casein—cottage cheese, "pot cheese," or the German *Schmierkäse*, for instance—and it is obviously ridiculous to claim for the casein in Sanatogen any greater nutritive value than that possessed by the casein in ordinary milk. To pretend that there are wonderful properties in the protein of Sanatogen when just as good protein can be purchased (for much less money) from the milkman, is to mislead the purchaser. Here are some more claims:

". . . marvelous revitalizer of nerve health."

". . . Sanatogen has positive reconstructive force in neurasthenia."

"If You need New Strength and Vitality You should at once get acquainted with Sanatogen."

Strangely like the "lost manhood" advertisements, this last. And this, also:

". . . has brought new strength, new vitality and new relish of life to thousands upon thousands who suffered from starved nerves. . . ."
Countless people . . . have regained fresh health and vigor through the vitalizing and invigorating effects of Sanatogen."

Of course Sanatogen is not sold as a "consumption cure." No such crude claims as these emanate from the skilled advertising agents employed by the Sanatogen people. If they did they could not get space in high-grade magazines! As a preventive of consumption, however, we find:

"Sanatogen . . . creates new tissue and nerve capital. . . . This nerve capital will . . . save the individual from attacks of acute disease. Against tuberculosis it is an excellent investment."

Also, it is a pick-me-up! Thus:

"Sanatogen promises to pick you up when run down—*it does so.*"

Most people are under the necessity of working for a living. If we are to believe the Sanatogen advertisements, it seems remarkable that the human race has managed to jog along for so many centuries without this product, for we read:

"It is practically indispensable to all who are unable to take prolonged rest. . . ."

Naturally we do not expect to find the coarse, "free-to-you-my-sister" type of claims in Sanatogen advertisements. Nevertheless:

"Women . . . find in Sanatogen a genuine sustaining agent."

Finally, we would respectfully direct the attention of those gentlemen of the medical profession who have so far forgotten the dignity of their calling as to give fulsome puffs for this casein-glycerophosphate product to the following claims and ask whether they really subscribe to them:

". . . it revivifies the nerves, promoting sleep and helping digestion. . . ."
". . . it builds up the blood, creating new strength and the power to do and accomplish."
" . . . Sanatogen is a *natural,* healthful food and tonic. . . ."
" . . . a health and strength giving food and tonic composed of those very elements which make cell and tissue grow."
"Blood and tissues alike hunger for Sanatogen as their concentrated nourishment."
"Sanatogen is the one food tonic that commands your absolute confidence."

How many intelligent physicians really believe that there is the slightest basis of fact for the claims we have quoted? Yet it is by means of these claims that Sanatogen is being foisted on a public that looks to the medical profession for enlightenment and truth.

In closing, let us reiterate: The objections to Sanatogen are primarily that it is being sold under unscientific and misleading claims; moreover, although this is of less importance, the purchaser pays an extraordinary price for a most ordinary product. We believe the time will come when even the artificial stimulus of vast advertising appropriations will be insufficient to overcome the inertia inherent in a product of small merit. When that time comes, Sanatogen will die a natural death. In the meantime, its exploiters are reaping a golden harvest, of which no small part is being divided among publishers, medical and otherwise. And the credulous among the sick and suffering pay the bills!—*(From The Journal A. M. A., Dec. 6, 1913.)*

SULPHERB

"Sulpherb" or "Sulpherb Tablets" is another of the multifarious nostrums sold by the Blackburn Products Company of Dayton, Ohio. In common with their class, they are advertised by the "fake prescription" method, a scheme which gives the reader the impression that the advertisement is really a newspaper "health department." The individual used by the Blackburn concern to carry out this deceit is Lewis Baker, whose activities in this connection we have previously noted. The advertisements appear under the general title, "The Doctor's Advice, by Dr. Lewis Baker." Here are samples of the method by which the public is deceived:

"*L. W. writes:* 'My blood is in bad condition. I suffer with constipation and my tongue is always coated. My skin is dark and I have pimples. I feel tired all the time, but I am too nervous to sleep. Please prescribe.'

"ANSWER: Get a tube of three-grain sulpherb tablets (not sulphur) and take according to directions. They will clean your blood, aid digestion, and relieve constipation. When you get your blood pure, the other symptoms disappear."

"*George asks:* 'For several months I have not been feeling well. My skin is sallow, my tongue coated, have headache, am sleepless, nervous and bothered with chronic constipation. Please help me.'

"ANSWER: You need a laxative blood cleansing treatment in the form of three-grain sulpherb tablets (not sulphur). Overcome the tendency to constipation and gradually your good health and pure blood will return."

"*Orrie writes:* 'I have been taking salts to purify my blood and cure my skin of itching and pimples, but don't get much benefit. Please prescribe for this.'

ANSWER: I advise three grain sulpherb tablets (not sulphur tablets), composed of sulphur, cream of tartar and vegetable extracts that remove constipation and purify the system. Take this treatment for several months for best results."

The package in which "Sulpherb Tablets" comes bears on the label one of those noninformative, alleged formulas that the shrewd "patent medicine" faker so delights in. No quantities are given, but the public is told that the tablets "contain the extracts or concentrations of Cascara, Aloes, May Apple, Nux-Vomica, Black Cherry, Capsicum, Ginger, Sarsaparilla. Also Calcium Sulphide, Sulphur and Cream of Tartar."

"Sulpherb Tablets" were examined in the Association's laboratory, and the report follows:

"Sulpherb Tablets" are sugar coated, yellow, and weigh about 7.3 grains each, coating and all. The package states that they are three grain tablets; this probably refers to the medicament only. A qualitative examination shows the presence of emodin-bearing drugs, the taste suggesting aloes. Sulphur, calcium, sulphid, traces of alkaloid, potassium, and tartrate are present. The chemical examination shows that "Sulpherb Tablets" are probably compounded from calcium sulphid, sulphur, cream of tartar, and vegetable extractives. Of the vegetable extractives claimed to be present, aloes was indicated and a trace of some alkaloid, the amount of which was too small to permit its identification. If this alkaloid is strychnin, the quantity is insignificant, certainly not more than $\frac{1}{1000}$ of a grain to each tablet.

Here we have, then, a simple laxative tablet, consisting essentially of drugs that have been known and used for generations, both by the medical profession and by the public. It is advertised in a way that is doubly deceitful. First the public is deceived by being led to infer that "Sulpherb Tablets" are extraordinarily efficacious; then it is further deceived by the fakish "health column" and the concealment of the "patent medicine" character of the nostrums that are recommended. Newspapers that accept such advertisements commit more than an offense against the public health; they are, for a consideration, guilty of imposing on the public's confidence by leading their

readers to suppose that the "Health Talk" or "Doctor's Advice" is a department of the paper, presenting unbiased information on health subjects. The whole "prescription fake" scheme is a disgraceful combination of nostrum exploitation, quackery and low-grade advertising.—*(From The Journal A. M. A., Oct. 26, 1918.)*

TANLAC

Tanlac is a product of the Cooper Medicine Company, Dayton, Ohio. The controlling spirit of the Cooper concern seems to be one L. T. Cooper, who has been quacking it for many years. A few years ago it was "Cooper's New Discovery" that was being exploited by L. T. Cooper by the free vaudeville-medicine-show route. In 1907 Cooper was operating the "tapeworm trick" as one of his means of relieving the gullible of their money.

"Cooper's New Discovery" contained 17 per cent. alcohol and was sold as a "tonic and system purifier." Tanlac contains 17 per cent. alcohol and is a "tonic and system purifier."

During the last few months the Cooper concern has been advertising heavily and doing a big business in the southern states and—with the help of the newspapers—has doubtless relieved the people of the South of many thousands of dollars. Here are a few of the claims made for Tanlac:

"Tanlac . . . is not what is commonly called a medicine; it is more than a medicine, being the liquid maximum strength of medicinal properties of a plant discovered by Cooper's uncle, a celebrated scientist, which plant properties, together with other ingredients, obtained their high efficiency under the personal direction of Herr Jos. Von Trimbach, a native German chemist of note in charge of the Cooper laboratory."

"Tanlac is called the magic medicine . . ."

"Tanlac . . . preserves your health, gives you renewed energy, brightens your spirits, lengthens your life . . ."

"Catarrh" is Cooper's catchword. Every ailment is "catarrh" and the one infallible cure for "catarrh" is—according to Cooper—Tanlac! A number of inquiries having been received regarding this nostrum a bottle of Tanlac was secured and subjected to analytical tests.

The report of the analysis made in the Association's laboratory follows:

LABORATORY REPORT

One original bottle of Tanlac, manufactured by the Cooper Medicine Company, Dayton, Ohio, was submitted to the Chemical Laboratory for examination. The bottle contained 8 ounces of a brown liquid having a wine-like odor, and also an odor somewhat resembling wild cherry. The taste was bitter, resembling gentian. The specific gravity of the liquid at 15.6 C. was 1.0205. Qualitatively, tests disclosed the presence of alkaloids, berberin being isolated and identified. Other alkaloids beside berberin were present, but not identified. Hydrastin and the commoner alkaloids were not found. Tests for emodin were positive. Acid caused precipitation, the precipitate having an odor of licorice. After purification, and treatment with ammonia, the ammonium salt of glycyrrhizic acid was detected. A relatively large proportion of glycerin was present. A small amount of tartaric acid was detected, which would indicate a wine. The residue, which weighed 11.1 per cent., was largely glycerin. The ash was 0.25 per cent. The amount of alcohol was found to be 15.70 per cent. of absolute alcohol by volume. The weight of the alkaloids was 0.017 per cent.

From the examination, it is concluded that Tanlac is probably a vinous extract containing essentially a bitter drug (such as gentian), an emodin-bearing drug (such as buckthorn, rhubarb or cascara), a berberin-bearing

drug (in which hydrastin is not present, such as berberis aquifolium), glycyrrhizic acid (from licorice), flavored with wild cherry, and to which has been added a relatively large proportion of glycerin.

Accompanying the bottle of Tanlac, were some "Tanlac Laxative Tablets." These contained phenolphthalein.

The findings of the chemists indicate that Tanlac is essentially a wine to which have been added some bitter herbs, a small amount of laxative and some glycerin. In October, 1914, the newspapers of Lexington, Ky., recorded the

THE TIMES LOUISVILLE THURSDAY EVENING, FEBRUARY 3, 1916.

THE ALPS— Tanlac elements come from remote sections of the Globe.

OST PROMINENT PEOPLE IN STATE TAKING TANLAC

Include Mayors, County and Circuit Court Judges, Says Wm. E. Stagg, Lexington, Ky., Druggist.

LOCAL WOMAN'S OWN STATEMENT

COOPER TELLS WHY TANLAC IS POPULAR

Because the Preparation Contains Real Merit, He Says in Statement.

CHEMIST LAUDED TEARS.

Success of Preparation Ample Evidence That Confidence Is Well Placed.

COME FROM REMOTE SECTIONS OF GLOBE

Tanlac Draws Medicinal Properties From Many Points Far Away.

HERMAN IS LABORATORY

Every Detail of Preparation Is Painstakingly and Skillfully Performed.

BIGGEST THING OF KIND EVER SEEN IN THIS CITY

E. G. Isaacs, of Big Drug Company, Says Sale of Tanlac Has Agreeably Surprised Him.

PAT LALLY STATES TANLAC IS TIPTOP

FORMER "ICE KING" MAKES STATEMENT

COOPER FURNISHING BREAD FOR ORPHANS

COL. H. V. CORN INDORSED TANLAC

CHIEF DEPUTY JAILER ASSISTED BY TANLAC

TANLAC "The Premier Preparation"

LABOR LEADER NOW COMMENDS TANLAC

Greatly reduced reproduction of an advertisement of Tanlac that appeared in a Louisville (Ky.) paper.

arrest of L. T. Cooper in connection with his method of exploiting his nostrum. There were several indictments against him to one of which he pleaded guilty, the others being filed. It now seems that Dr. A. T. McCormack, Secretary of the State Board of Health of Kentucky, is asking that these other indictments be revived and the case against this quack be reopened. It is

possible that this may result in some restriction of the sale of this alcoholic tonic in the state of Kentucky. There is no doubt that other southern states whose sick are being mulcted by this concern could give equal protection to the public.—*(From The Journal A. M. A., June 5, 1915.)*

Tanlac as Seen by Mr. Adams of the New York Tribune.—[In the New York *Tribune* for March 12, 1916, Mr. Samuel Hopkins Adams pays his respects to Tanlac. The article appeared under the heading, "How Testimonials Are Faked for Nostrums; Valueless Endorsements Made from Little or Nothing Without Users' Consent." The story follows.]

Medical testimonials are generally recognized as the flimsiest sort of evidence. About 99 per cent. of them emanate from persons too ignorant to understand the nature of disease or the processes of recovery. Often they are paid for. Not infrequently they receive a posthumous publication, the writer, after producing his or her endorsement, having promptly died of the very disease which the patent medicine has so convincingly cured—in print. . . .

Discredited though the patent-medicine testimonials are for general character, it is seldom that [a view of] the specific internal processes of the liefactories which turn them out wholesale is afforded. This kind of work is usually done behind closed doors. By a happy chance, I am enabled to give here a public view of the very private enterprise of faking a testimonial; the wheels being displayed in the very act of grinding out the falsehood for publication. The nostrum caught in the act is Tanlac.

Tanlac is supposed to be a marvellous and mysterious "discovery," and a sort of cure-all for people who are out of sorts. . . . From its alcohol it derives the "kick" which enables it to pose as a tonic, and by its testimonials it inspires the confidence of the weak-minded upon whom it depends for its sales.

Had its advertising been only just good enough to impress the weak-minded alone, this article would never have been written. Unfortunately for it, one of its lures in print so skilfully set forth its claims that it arrested the attention of Mrs. V. W. Tripler (this is not her correct name, as she is averse to further publicity), of Chattanooga, Tenn., who is by no means weak-minded. In fact, Mrs. Tripler is not at all the stuff of which good, paying, convincing, unreliable testimonials are made, and the local Tanlac man committed his fatal error in assuming that she was. His name is Warren, and he is stationed at the Live & Let Live Drug Store and testimonial sub-station, of Chattanooga. It was he who, adding his persuasions to the advertising of Tanlac, induced Mrs. Tripler to buy six bottles of the preparation, to cure her of a slight nervousness from which she had been suffering. Being a business woman, Mrs. Tripler thought that she should receive a discount for quantity. Warren consented to give her six bottles for $5 provided that she would furnish a testimonial for the medicine. This she agreed to do in case she was benefited by Tanlac.

Less than two bottles of the marvellous discovery had been taken by Mrs. Tripler when Warren appeared at the office of which Mr. Tripler is proprietor, with a testimonial form-blank all ready for the statement and signature of Mrs. Tripler, who assists her husband in his work. The form was a catechism of ills and aches and ailments. The witness to the virtues of Tanlac was requested to state whether she had suffered from an appalling variety of symptoms, sicknesses, and habits, of which constipation, indigestion, insomnia, and biliousness are mild examples. Mrs. Tripler not having the testimonial habit, answered "No" to nearly everything. All that was wrong with her, she explained to Warren, was nervousness, and not much of that. Mr. Tripler objected to her giving any testimonial at all, believing that the medi-

cine was worthless; but his wife felt that she was in honor bound to give some return for her discount, so her husband typed in her replies on his typewriter. When it was all done Warren looked it over and ruefully observed that nobody could make much of a testimonial out of that. Therein he did himself and the Tanlac Company less than justice. For, a few days later, after it had been through his hands and those of G. F. Willis, the testimonial expert of the concern, it blossomed forth in the Chattanooga *News* in a form which caused the Triplers more surprise than gratification. The article began in this way:

"IT CERTAINLY HAS HELPED ME" SAYS MRS. TRIPLER

Chattanooga Woman Faced a Nervous Breakdown

Was So Nervous She Would Shake Like a Leaf

Tanlac Readily Overcomes Trouble After All Other Medicines Failed

Hundreds of Chattanooga people, both men and women, have taken Tanlac with the most astonishing and gratifying results, and during recent weeks the number has increased so rapidly that there is seldom a day that a number of remarkable reports from relieved sufferers do not find their way to the Live & Let Live Drug Store.

Mrs. Tripler, wife of the proprietor of a well known [business] in this city, is still another who has cause to be glad she has heard of this great medicine.

If Mrs. Tripler ever had been glad that she heard of this great medicine, she stopped being it before reading any further. And when she did go on reading, the further she read the gladder she did *not* become. Some of the reasons why she was not inspired to paeans of rejoicing may be discovered in the parallel herewith furnished of the testimonial as revised by a treatment of Tanlac, and the actual facts concerning Mrs. Tripler.

FROM THE TANLAC ADVERTISEMENT IN THE *Chattanooga News*

"I had been in wretched health for a long time," said Mrs. T.—, "and I was just about on the verge of a nervous breakdown when I found out about Tanlac."

"I was so run down and debilitated that I couldn't even stand for the children to be around me, and almost everything irritated me and made me miserable."

"I couldn't sleep at night and I got so bad I would have shaking spells. After having these nervous attacks I would feel weak all over and tremble like a leaf."

THE FACTS AS STATED BY MR. AND MRS. TRIPLER

Mrs. Tripler had not been in wretched health, either for a long or a short time, and did not consider herself on the verge of a nervous breakdown.

One possible reason for her inability to endure "the presence of the children" is that she has no children. They are the offspring of the Tanlac testimonial-faker's fervid fancy.

At no time has Mrs. Tripler suffered from sleeplessness. This she specifically stated to Warren. The shaking spells were provided for her through the courtesy of Tanlac; also the nervous attacks when she "would feel weak all over and would tremble like a leaf." She never experienced any such symptoms in her own person. Tanlac invented them and "wished them" on her.

"My digestion was bad, and I was bilious and constipated and had no appetite."

"I had no energy and the smallest task about the house would exhaust me completely. . . . That dreadful nervous condition has entirely disappeared and I can go about my household duties with my old energy and lightheartedness."

Commenting on this case, Mr. G. F. Willis, Southern distributor of Tanlac, said: "I am quite certain I understand Mrs. Tripler's condition."

If her digestion was bad, Tanlac must have made it so, for there had never been anything wrong with it previous to Warren's call, as she carefully informed him. She was neither bilious nor constipated, and her appetite was good.

Among her friends Mrs. Tripler has always been regarded as a woman of exceptional energy and activity, a "live wire." The household duties, which are supposed to have wearied her so until Tanlac made them light, are, like the children, figments of the Tanlac fake factory. Mrs. Tripler does nothing whatever in the line of household duties, but spends her entire day at her husband's plant, assisting him.

He ought to! He wrote it.

Somewhat bewildered at having been endowed in print with a flock of desperate ills, a family of children, and a stint of household duties, Mrs. Tripler summoned Mr. Warren to explain. Warren said that it was up to Willis and summoned him. Willis, smelling trouble and having had some experience of it before, took train from Atlanta, Ga., where he maintains headquarters, and came in a hurry, bringing with him the testimonial form-blank.

Inspection of this increased Mrs. Tripler's amazement. Not content with presenting her with a prime outfit of diseases, a family and a permanent job, the Tanlac miracleworkers had supplied her with a confession in full to all manner of ills on the form-blank and even with the chirography in which they were written! For, in place of the characters of Mr. Tripler's typewriter appeared clearly written pencil statements. Mrs. Tripler's signature at the bottom was untouched.

At this point Mr. Tripler exhibited alarming symptoms of his own, though not of the sort which Tanlac cures. He expressed a brief opinion in which the word "forgery" was prominent. At once Mr. Willis became apologetic and propitiatory. He told a tactful story of another resentful testimonialist whose feelings had been soothed by a present of $100 from the Tanlac people.

Mr. Tripler made it plain that financial soothing syrup was not in his line. He wanted a retraction, and he wanted it promptly. The now anxious Willis promised it and undertook that Mr. and Mrs. Tripler should see and approve it before publication.

The retraction did not appear until Mr. Tripler wrote Willis sharply. On the following day it came out in the Chattanooga *News*, Willis having broken his word in publishing it before submitting it to the Triplers for their approval. This they would not have given to the retraction, since it reiterated a fundamental falsehood. Once more the parallel may be usefully employed:

FROM THE TANLAC RETRACTION

"Mrs. T. —— Reiterates Statement That She Derived Great Benefit from Tanlac.

"Mrs. T. —— does state, however, that she derived great benefit from the use of Tanlac, and she gives the medicine her hearty indorsement."

MRS. TRIPLER'S STATEMENT

"Aside from the fact that I believe Tanlac to be a fairly good tonic I give it no credit whatever for any change in my physical condition. I am now and have been for some time under the care and treatment of a regular practicing physician for nervousness, and whatever relief I have gotten I attribute solely and alone to the treatment received from my physician and not from Tanlac in any degree."

One point the Triplers have gained. Willis has promised that Mrs. Tripler's testimonial will not be used further. But Willis's former promise proved worthless. If the Triplers do not feel profound confidence that the "indorsement" is not being used in newspapers remote from their home, it is not surprising, in the circumstances. Nor would the record of this "magic medicine," as it terms itself, inspire profound faith. The Lexington, Ky., *Herald* records the indictment of Dr. L. T. Cooper, its proprietor (a former quack tape-worm "curer"), in October, 1914, for his methods in selling his nostrum. He pleaded guilty to one indictment; the others were filed. He has since been exploiting his Tanlac extensively in the South, largely by the testimonial method.

There, in its entirety, is how patent medicine testimonials are manufactured, when they are not bought outright or beguiled by treachery from the ignorant and unreasoning. The whole testimonial industry is tainted with fraud and deceit. Before you yield to the temptation to buy a nostrum on the strength of some indorsement or other, Stop! Look! Listen! It may have been treated with Tanlac.—*(From the New York Tribune, March 12, 1916; reprinted by permission.)*

How the Michigan Authorities View Tanlac.—"Tanlac" is a sky-rocket in the pyrotechnics of fakery. It is at present making a brave display with much noise and many sparks; the stick will come down in due time. Tanlac is another of the increasingly popular alcoholic nostrums that presumably fill a much felt want—want, not *need*—in those parts of the country where Demon Rum has been driven into the tall timbers. It was first exploited in the South—naturally. This department paid its respects to Tanlac in the issue of June 5, 1915. The advertising campaign of this product has, apparently, reached Michigan and the Dairy and Food Department of that state in Special Bulletin No. 50, published Feb. 12, 1916, has something to say about Tanlac under the title, "The Latest Cure-All." As we still have a good many inquiries regarding Tanlac it seems worth while to reprint the report of Food Commissioner Helme of Michigan on the product. The findings of the Michigan chemists agree essentially with those of the Association's laboratory. Here, in part, is the Michigan report:

"A new panacea for the cure of 'all ailments of the stomach, kidneys and liver, catarrhal affections of the mucous membranes, rheumatism, nervous disorders and the like' is offered to the public under the name of Tanlac. The label on the bottle neatly avoids the pure drugs act by claiming to be only a 'tonic and system purifier.' An analysis of Tanlac in the laboratory of this department shows the following:

"Alcohol	16.4 per cent.
"Glycerin	2.0 per cent.
"Licorice	Present
"Aloes or Cascara	Present
"Gentian	Present
"Alkaloids (Berberin)	Trace

"The presence of a trace of tartaric acid shows that wine is the base of this medicine. The 16 per cent. alcohol gives it the 'kick' that makes a fellow feel good and ought to fill a long felt want in 'dry counties.' Aloes is a laxative. Gentian is a bitter drug, a so-called tonic. If the reader wants to be cured by the Tanlac route at one-fourth the expense, let him get a quart bottle of good sherry wine. Then go to the local druggist and get 1¼ drams of glycerin and 2 drams each of aloes, gentian, licorice and cascara. Mix (if you wish) and you will have Tanlac so near that neither you nor the manufacturer can tell the difference. This formula will give four times the quantity found in an ordinary $1 bottle of Tanlac."—*(From The Journal A. M. A., Feb. 26, 1916.)*

Dead Men and Live Newspapers Endorse Tanlac.—Most of our readers are familiar with "Tanlac." The flamboyant advertisements of this nostrum are particularly in evidence in those parts of the country where the sale of alcoholics under their own names is prohibited by law. The stuff has been analyzed in the Association's laboratory and the chemists' report when stripped down to essentials was to the effect that Tanlac is a wine containing 17 per cent. alcohol to which had been added some bitters, a small amount of laxative and some glycerin. Mr. Samuel Hopkins Adams has at different times paid his

TANLAC TESTIMONY FROM THE TOMBS!

Cumberland Evening Times.

S, FRIDAY MARCH 15, 1918

most ... New York successes

FOOD REPELLED FOR MANY YEARS

Cumberland Grocer Says Tanlac Brings Back His Lost Health

A. L. Wingert, 171 North Centre Street, well known in the grocery business for fifteen years in Cumberland, prior to his recent retirement because of ill health.

"I have not felt as I should in many years, declared Mr. Wingert. "I had absolutely no desire for food. Pains in the stomach and a dull listless feeling after eating were not uncommon. I sent for a bottle of Tanlac and began using it, according to directions.

"Tanlac has done me a wonderful lot of good. My health is surely coming back to me. I have a ravenous appetite and everything I eat digests perfectly—thanks to Tanlac. I sincerely recommend Tanlac to anyone in Cumberland who suffers as I did."

Tanlac is now being specially introduced and explained in Cumberland at Lichtenstein's drug store, by Mr. Rivenburgh, the Tanlac Man.—Advertisement.

A TRUE COPY.
CERTIFIED.
MAR 15 1918
Max Colton
Registrar

STATE OF MARYLAND
CERTIFICATE OF DEATH
Registration Dist. No. 4

1 PLACE OF DEATH
County Allegany. Local Registration District No. Nos. 5 Ward)
Village or City Cumberland. (No. 171 North Centre St., 6 Ward)
(If death occurred in a hospital or institution, give its NAME instead of street and number)

2 FULL NAME Alfred Lenahan Wingert.

PERSONAL AND STATISTICAL PARTICULARS

3 SEX: Male
4 COLOR OR RACE: White
5 SINGLE, MARRIED, WIDOWED OR DIVORCED (Write the word): Single
6 DATE OF BIRTH: Feby. 16, 1853 (Month) (Day) (Year)
7 AGE: 66 yrs. 0 mos. 23 ds. If LESS than 1 day, hrs. or min.
8 OCCUPATION (a) Trade, profession or particular kind of work: Merchant. (b) General nature of industry business, or establishment in which employed (or employer): Grocery Store.
9 BIRTHPLACE (State or country): Md.
PARENTS
10 NAME OF FATHER: John Wingert.
11 BIRTHPLACE OF FATHER (State or country): Md.
12 MAIDEN NAME OF MOTHER: Eliza Wright.
13 BIRTHPLACE OF MOTHER (State or country): Md.
14 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE
Informant: Nellie Wingert.
Address: 171 No. Centre St.
15 Filed Mar. 12, 1918 Max D. Colton, Registrar

MEDICAL CERTIFICATE OF DEATH

16 DATE OF DEATH: Mar. 9, 1918 (Month) (Day) (Year)
17 I HEREBY CERTIFY, That I attended deceased from Mch. 1st, 1918 to March 9, 1918 that I last saw him alive on Mch. 9th, 1918 and that death occurred on the date stated above, at 11 P.m.
The CAUSE OF DEATH was as follows:
Chronic Interstitial Nephritis, Duration 3 yrs.
Contributory—Chronic Endocarditis, Duration 10 yrs.
Signed C. L. Owens, M. D.
Mch. 11, 1918 Address Cumberland, Md.
*State the Disease Causing Death, or in deaths from Violent Causes, state (1) Means of Injury, and (2) whether Accidental, Suicidal or Homicidal.
18 LENGTH OF RESIDENCE (For Hospitals, Institutions, Transients, or Recent Residents): At place of death 8 ds. In the State 65 yrs. 0 mos. 23 ds.
Where was disease contracted, if not at place of death? 171 No. Centre St.
Former or usual residence 171 No. Centre St.
19 PLACE OF BURIAL OR REMOVAL: Rose Hill Cem. DATE OF BURIAL: Mar. 12, 1918
20 UNDERTAKER: Louis Stein. ADDRESS: City.

Note: The writer of the testimonial had been dead nearly a week when his testimonial appeared.

respects to Tanlac, and one of his articles has been reprinted in connection with the other matter dealing with Tanlac appearing in our pamphlet "Miscellaneous Nostrums." More recently Mr. Adams again reverts to Tanlac, and in the New York *Tribune* for April 29 he tells how the Tanlac concern hired as its legal counsel the president of the Atlanta (Ga.) Ad Men's Club. He tells further how this individual, one P. C. McDuffie, appeared before the

Shreveport (La.) Ad Club to defend the nostrum which the Shreveport Ad Club's Vigilance Committee had hit by declaring its advertising to be "misleading, deceptive and spurious."

Mr. Adams, in telling the story which appeared in the *Tribune* for April 29, 1917, said in part:

"Who are the true friends of a quack medicine? Not those who extol its benefits through testimonials in the public prints. Their eulogies are com-

The Evening Times

VOL 16 [illegible] CEDAR RAPIDS, IOWA WEDNESDAY, JANUARY 16, 1918 NO 231

Deaths — Funerals

FUNERAL ALBERT SEMINGER

The funeral services of Albert Seminger, aged 53, who passed away at his home at 627 So. 6th St. early Monday morning will be held from Wymer's Chapel, Thursday afternoon, at 3 o'clock. The services will be in charge of the Knights of Pythias, of which lodge Mr. Seminger was a member, also being a member of the Machinists local 831. He is survived by his wife, Mrs. Albert Seminger, and a son, Robert, aged 16.

HAD TO GIVE UP MACHINIST'S WORK

Cedar Rapids Foundry Employe Says, "I Was in a Mighty Bad Condition."

"For years I have been troubled with stomach ills and Tanlac relieved me at last," says A. G. Cenninger, machinist at Cedar Rapids Foundry, who lives at 689 North First Street.

"I couldn't eat anything to speak of. And I was so run down that I couldn't work at my trade for a long time. I was nervous, too, and didn't sleep soundly at night.

"Tanlac was recommended to me by a friend. I tried it and it helped me so much that I am again able to work at my trade as machinist. I can eat anything set before me. Nothing sours on my stomach.

"If any body wants a personal endorsement they have only to come to me and I will gladly tell them what Tanlac did in my case."

ANOTHER TANLAC TESTIMONIAL FROM THE GRAVE.—The testimonial and death notice appeared in the same issue of the local paper. They refer to the same individual. The difference in spelling of the names is due to typographical errors; the difference in the addresses due to the fact that the testimonial was given before moving to the address at which the death occurred.

monly the toll paid by ignorance to flattery or trickery; sometimes the return for bribery. In time the eulogists learn (if they live long enough) that the nostrums which they commend have done them no good. But the behind-the-scenes testimonial writers, those who lend their influence and support to quackery when it is on its defense, never supposing that they will be publicly held to account for their shameless name-peddling—these are the patent medicine faker's true friends. In this category are listed the newspapers and, in rare

instances, the advertising club officials who, in exchange for the money of the frauds, deliver their impressive but worthless guarantees of good faith. For them the old, cynical slogan of the led captain and the purchased pen stands sufficient and expressive: 'Whose bread I eat, his song I sing.'

"It is my pleasant privilege here to draw forth from their modest retreat in the shadows and to set out in the light of plain print the chorus of those who have been singing, with purchased voices, the song of that famous fake medicine, Tanlac. Here is the roll of dishonor:

The Atlanta *Constitution*
The Atlanta *Journal*
The Birmingham *Age-Herald*
The Birmingham *News*
The Birmingham *Ledger*
P. C. McDuffie, President of the Atlanta Ad-Men's Club
The Memphis *Commercial Appeal*
The Memphis *News Scimitar*
The Montgomery *Advertiser*
The Montgomery *Journal*
The Nashville *Banner*
The Shreveport *Times*

"According to its claims, Tanlac is a 'magic medicine.' Its magic is derived from the great wizard, Alcohol. It's a disguised booze, and barely disguised at that, except on the label. It purports to be the 'discovery' of one L. T. Cooper. Cooper is a confessed and convicted fraud, having pleaded guilty to an indictment in Kentucky, three years ago, when he was nostrum-peddling in that state. Since then he has been doing a tremendous Tanlac business through the South, the principal outlet being G. F. Willis, the Southern distributing agent, with headquarters at Atlanta, Ga. The *Tribune* has already illuminated some of Willis' activities. It was he who put out a manufactured testimonial from a Chattanooga woman, on whom Tanlac 'wished' in print not only an assortment of ills from which she had never suffered but also a family of children which she never had! Subsequently he attempted to impose a press censorship on the Mobile *Tribune,* which was exposing his fake; and for a time succeeded in keeping real facts about Tanlac out of print through an injunction, which, however, was vacated by Judge Henry D. Clayton. Instead of suffering injury from the attack made on it by the quack concern, the Mobile *Tribune* gained such prestige from its courageous fight for freedom of the press that it shortly after blossomed out from a weekly into a daily paper."

Mr. Adams then tells how the Vigilance Committee of the Shreveport Ad Club investigated a testimonial purporting to have been the signed statement of a Mrs. Pipes of Shreveport. The testimonial was to this effect:

"I was in bed for weeks . . . but I'm a well and happy woman today and I owe it all to your Tanlac. It would be hard to describe all my dreadful sufferings for ten years. . . . No one seemed to understand my case and no treatment or medicine helped until I got Tanlac. . . . All my family and friends are delighted over my recovery."

The facts were that at the time this testimonial was published in the Shreveport papers Mrs. Pipes was suffering from cancer of the breast which had reached a hopeless stage. She has since died. As Mr. Adams says:

"And while her life was being eaten away by the dreadful scourge the Tanlac ghouls in Atlanta were making capital out of her agony and writing in above her alcohol-wheedled signature references to her 'recovery' and the assertion 'I'm a well and happy woman today.'"

These facts, learned by the Vigilance Committee of the Shreveport Ad Club, were but part of the evidence it had accumulated which caused it to denounce the Tanlac advertising. Some further evidence in the committee's possession was also the facts of "a Cincinnati testimonial for Tanlac published several days after the testimonial giver had died of the condition of which Tanlac had 'cured' him."

The unenviable publicity thus given Tanlac in Shreveport caused, apparently, a falling off of the sales, with the result that the local drug store having the Tanlac agency telegraphed to Atlanta for help. The help came in the per-

son of P. C. McDuffie, counsel for the Tanlac concern and president of the Atlanta Ad Men's Club. McDuffie demanded retraction and exoneration from the Shreveport Ad Club when he appeared before that body with his principal, G. F. Willis. What follows is thus described by Mr. Adams:

"Up rose Mr. Hudson, of the Vigilance Committee, and asked:

"'Have you the testimonial of Mrs. T. W. Pipes?'

"'We have,' said McDuffie.

"'Will you be good enough to read it?'

"Mr. McDuffie obliged. Then another questioner popped up (indeed, from this time the queries were fired at McDuffie and Willis from all parts of the room):

"'Who wrote that testimonial?'

"'It was handled in the Atlanta office of the Massingale Advertising Agency.' (St. Elmo Massingale, head of the Massingale Agency, is a former president of the Atlanta Ad Men's Club, which, by the way, appears to be considerably tinged with Tanlac.)

"'Was the questionaire form filled out there?'

"Here Willis rose. 'I personally edit and supervise the copy of every testimonial we put out,' was his significant statement.

"'Did Mrs. Pipes write that she was "well and happy," as the testimonial states?'

"Neither McDuffie nor Willis would state that she wrote it. Indeed, they could not well do so, in view of the fact that the answers to the form questions were not in her writing.

"'Was it written in Atlanta?'

"'It was edited in Atlanta.'

"'Where do you get that "well and happy" stuff?'

"McDuffie read what purported to be a statement of Mrs. Pipes' case. It did not assert that she was well and happy. 'But if it doesn't mean that, what does it mean?' he challenged.

"'That lady,' said a local physician 'is now at the Charity Hospital, where she was operated on by Dr. Sidney Williams for cancer of long standing. Did you know that?'

"But McDuffie didn't want to talk about that. He dodged.

"'Is it true,' asked some one else, 'that Mrs. Pipes' daughter told your agent that the testimonial was false and demanded that it be withdrawn?'

"'She said something to Mr. Reid about it. He said that all he could do was to communicate with us.'

"'Did he do that?'

"'Yes,' spoke up Willis, 'I got his letter.'

"'What have you done about it?'

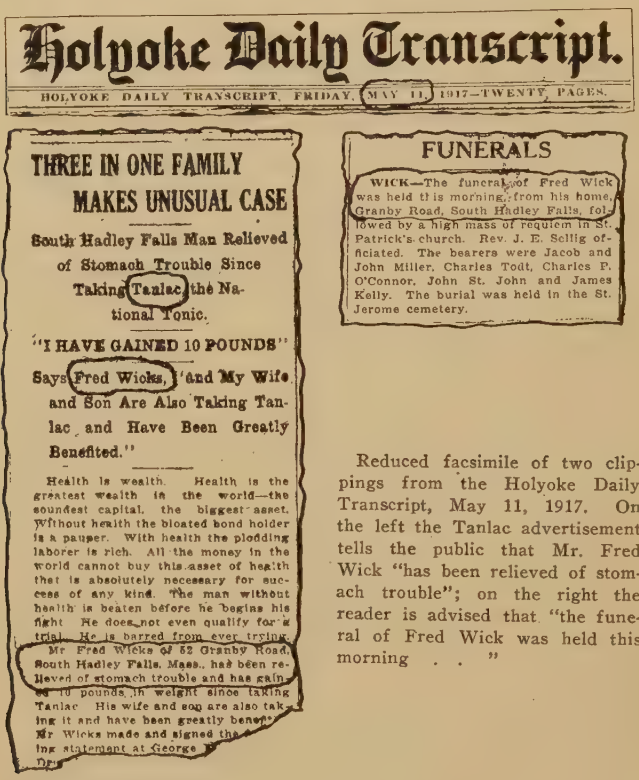
"'Nothing up to the present. I saw no reason to withdraw the testimonial.'

"Subsequently it was withdrawn. The testimonial in the Cincinnati papers from a dead man was then brought up for discussion. Mr. McDuffie explained that this was a regrettable mistake. After some arguments a motion was carried, against the heated protest of McDuffie, to refer the whole matter back to the Vigilance Committee. When a motion to adjourn followed the lawyer-president of the Atlanta Ad Men's Club hammered the table and shouted: 'You shall not adjourn until you have exonerated us!' 'Exoneration' would have been worth a hundred thousand dollars to Tanlac as advertising material.

"They didn't get it. But that wasn't for lack of a final appeal, based on newspaper support."

Mr. Adams tells how McDuffie then presented letters and telegrams from various newspaper publishers, the papers in question being the ones listed at the beginning of this article. He then continues:

"Some other interesting Tanlac matter has since come to light. 'Prominent' physicians who have given testimonials have been shown to be drug-store-counter practitioners. Heyder Barr, left fielder of the Shreveport nine, testified to his desperate condition; how he ran down until he was too weak to play ball, before Tanlac put him on his feet again. If he was too weak to play ball he concealed it admirably, for neither the club physician nor the club pay-roll ever found it out. John T. Elliott is another Shreveport man who was supplied with some desperate symptoms by the Tanlac testimonial experts. Although his ailments had been terrifying him for twenty years (according to the advertisement) he forgot all about them when he was examined for life



Holyoke Daily Transcript.

HOLYOKE DAILY TRANSCRIPT, FRIDAY, MAY 11, 1917—TWENTY PAGES.

THREE IN ONE FAMILY MAKES UNUSUAL CASE

South Hadley Falls Man Relieved of Stomach Trouble Since Taking Tanlac the National Tonic.

"I HAVE GAINED 10 POUNDS"

Says Fred Wicks, "and My Wife and Son Are Also Taking Tanlac and Have Been Greatly Benefited."

Health is wealth. Health is the greatest wealth in the world—the soundest capital, the biggest asset. Without health the bloated bond holder is a pauper. With health the plodding laborer is rich. All the money in the world cannot buy this asset of health that is absolutely necessary for success of any kind. The man without health is beaten before he begins his fight. He does not even qualify for a trial. He is barred from ever trying.

Mr Fred Wicks of 52 Granby Road, South Hadley Falls, Mass., has been relieved of stomach trouble and has gained 10 pounds in weight since taking Tanlac. His wife and son are also taking it and have been greatly benefited. Mr Wicks made and signed the following statement at George F. Dr...

FUNERALS

WICK—The funeral of Fred Wick was held this morning from his home, Granby Road, South Hadley Falls, followed by a high mass of requiem in St. Patrick's church. Rev. J. E. Sellig officiated. The bearers were Jacob and John Miller, Charles Todt, Charles P. O'Connor, John St. John and James Kelly. The burial was held in the St. Jerome cemetery.

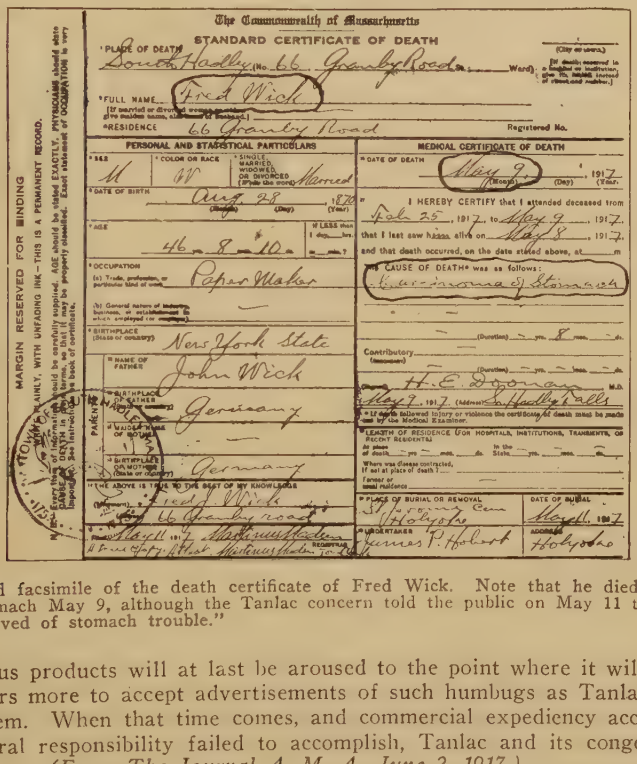
Reduced facsimile of two clippings from the Holyoke Daily Transcript, May 11, 1917. On the left the Tanlac advertisement tells the public that Mr. Fred Wick "has been relieved of stomach trouble"; on the right the reader is advised that "the funeral of Fred Wick was held this morning . . ."

insurance, and the examining physician found no trace of them. Then there is—or was—Mrs. Jacquet, who gave public thanks for Tanlac in print, and died last week."

In connection with what has been written above a further interesting sidelight on the Tanlac quackery was brought to the attention of THE JOURNAL during the past few days. Dr. F. L. Leland of South Hadley Falls, Mass., sent to THE JOURNAL office a copy of the Holyoke *Daily Transcript* of May 11. This single issue of the paper contained two items. One of these was an advertisement stating that Mr. Fred Wick of Granby Road, South Hadley Falls, Mass., "has been relieved of stomach trouble and has gained ten pounds in weight since taking Tanlac." The other item, under the ominous black-

faced heading "Funerals," advised the readers that "the funeral of Fred Wick was held this morning from his home, Granby Road, South Hadley Falls. . . ." Through the further courtesy of Dr. Leland we have received a certified copy of the death certificate of Fred Wick which shows that the poor fellow instead of having "been relieved of stomach trouble" by the use of Tanlac had in fact died of carcinoma of the stomach, TWO DAYS BEFORE THE TESTIMONIAL WAS PUBLISHED.

We do not expect that the recounting of these damning facts will result in the withdrawal of Tanlac from the market. It is hopeless to expect that the men who are exploiting it and the newspapers that are sharing the profits of its sale will be in the least affected by any facts that may be brought out regarding Tanlac. All that can be hoped is that by repeated publication of such instances as these the public and also the decent advertisers of honest and



The Commonwealth of Massachusetts

STANDARD CERTIFICATE OF DEATH

MARGIN RESERVED FOR BINDING

PLACE OF DEATH: South Hadley (City or town.) No. 66 Granby Road Ward.

FULL NAME: Fred Wick

RESIDENCE: 66 Granby Road Registered No.

PERSONAL AND STATISTICAL PARTICULARS

SEX: M | COLOR OR RACE: W | SINGLE, MARRIED, WIDOWED, OR DIVORCED: Married

DATE OF BIRTH: Aug. 28 (Month) (Day) 1870 (Year)

AGE: 46 yrs. 8 mos. 10 ds. | IF LESS than 1 day, hrs. or min.

OCCUPATION: (a) Trade, profession, or particular kind of work: Paper Maker

(b) General nature of industry, business, or establishment in which employed (or employer):

BIRTHPLACE (State or country): New York State

NAME OF FATHER: John Wick

PARENTS: BIRTHPLACE OF FATHER: Germany

MAIDEN NAME OF MOTHER:

BIRTHPLACE OF MOTHER (State or country): Germany

I HEREBY CERTIFY THAT THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE

(Informant) Fred J. Wick

(Address) 66 Granby road

Filed May 11 1917

MEDICAL CERTIFICATE OF DEATH

DATE OF DEATH: May 9 (Month) (Day) 1917 (Year)

I HEREBY CERTIFY that I attended deceased from Feb 25 1917 to May 9 1917, that I last saw him alive on May 8 1917, and that death occurred, on the date stated above, at m

CAUSE OF DEATH was as follows: Carcinoma of Stomach

(Duration) yrs. 8 mos. ds.

Contributory (Secondary)

(Duration) yrs. less ds.

H. E. Donnay M.D.

May 7 1917 (Address) S. Hadley Falls

If death followed injury or violence the certificate of death must be made out by the Medical Examiner.

DEATH OF RESIDENCE (FOR HOSPITALS, INSTITUTIONS, TRANSIENTS, OR RECENT RESIDENTS)

In this place yrs. mos. ds. In the State yrs. mos. ds.

Where was disease contracted, if not at place of death?

Former or usual residence

PLACE OF BURIAL OR REMOVAL: S. Holyoke Cem

DATE OF BURIAL: May 11, 1917

UNDERTAKER: James P. Hobart

ADDRESS: Holyoke

Reduced facsimile of the death certificate of Fred Wick. Note that he died of cancer of the stomach May 9, although the Tanlac concern told the public on May 11 that he had been "relieved of stomach trouble."

meritorious products will at last be aroused to the point where it will cost the newspapers more to accept advertisements of such humbugs as Tanlac than to reject them. When that time comes, and commercial expediency accomplishes what moral responsibility failed to accomplish, Tanlac and its congeners will be no more.—*(From The Journal A. M. A., June 2, 1917.)*

TONSILINE

If we are to believe the advertisements—which we are not—"Tonsiline quickly cures sore throat." No such untruth appears on the label of Tonsiline, for lying on the label is expensive nowadays.

"We make no wild claims. We would be very sorry to make a single statement not the exact truth."

This from the bottle. Yet we read in the newspapers—the veracity of whose statements is not subject to the jurisdiction of the Food and Drugs Act—that Tonsiline is:

"A quick, safe, soothing, healing antiseptic cure for sore throat."
"Tonsiline cures sore mouth and hoarseness."
"Tonsiline prevents diphtheria."
"Tonsiline is the one and only sore throat cure which is sold over a large part of the United States."

Tonsiline is sold by the Tonsiline Company, Canton, Ohio. To determine the nature of this "one and only sore throat cure which is sold over a large part of the United States," it was analyzed in the Association's laboratory. Here is the result:

LABORATORY REPORT

weather bureau officials
EVEN IF
YOU HAD A
NECK
AS LONG AS THIS FELLOW AND HAD
SORE THROAT
ALL THE WAY DOWN
TONSILINE
WOULD QUICKLY CURE IT.
A quick, safe, soothing, healing, antiseptic cure for Sore Throat, briefly described. TONSILINE, a small bottle of Tonsiline lasts longer than most any case of Sore Throat. TONSILINE cures Sore Mouth and Hoarseness and prevents Quinsy and Diphtheria.
25c. and 50c. Hospital Size $1.00. All Druggists.

"Three original bottles of Tonsiline were purchased and the contents subjected to examination. The bottles contained a yellow liquid, with an odor resembling that of Tincture of Iron Chlorid, U. S. P., and having an astringent taste. The specific gravity was 1.0418 at 15.6 C. If the solution was cooled below 12 C. crystals of potassium chlorate were formed. Qualitatively the presence of the following was demonstrated: Iron (ferric), potassium, chlorate, chlorid and alcohol. The quantitative determinations gave the following:

Alcohol (by volume)	6.3 per cent.
Iron	0.37 per cent.
Potassium	1.31 per cent.

"From the iron and potassium contents it would be calculated that Tonsiline contains 1.60 per cent. ferric chlorid ($FeCl_3$) and 3.89 per cent. potassium chlorate ($KClO_3$). The amount of ferric chlorid administered in two teaspoonfuls, or 8 c.c., which is the dosage, is essentially the same as that administered in ½ c.c. of tincture of ferric chlorid U. S. P., and which is the official dose. In other words, Tonsiline is 1-16 as strong as tincture ferric chlorid.

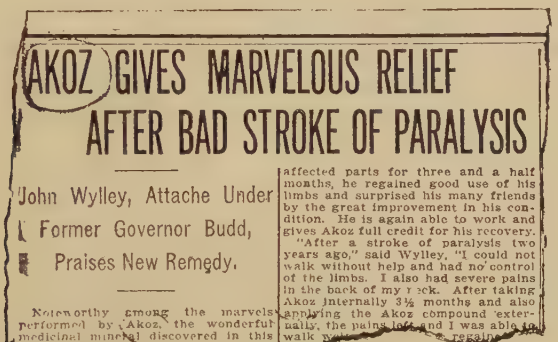
From the chemist's report it is evident that a product having essentially the same composition as Tonsiline would be:

Tincture of chlorid of iron (ferric chlorid), U. S. P.	1 ounce
Alcohol	1 ounce
Potassium chlorate	280 grains
Water, sufficient to make	1 pint

It is not necessary to tell physicians that Tonsiline never cured sore throat nor prevented diphtheria. The stuff contains drugs whose use for these purposes, by the medical profession, is being abandoned. It is the old story of exploiting the public by the use of discarded theories that have been revamped for commercial purposes. The risk of poisoning from the use of potassium chlorate, while well known to the medical profession, is still but little appreciated by the public. The dangers of the indiscriminate use of a "patent medicine" containing, as Tonsiline does, a saturated solution of chlorate of potash by individuals who may be suffering from kidney disease, will be evident to every physcian, but not to the layman. In brief, Tonsiline is both inefficient and dangerous.—*(From The Journal A. M. A., April 4, 1914.)*

BRIEFER PARAGRAPHS

Akoz.—Consigned in August, 1917, by the Natura Co., San Francisco, to a concern in Bilbao, Spain. There were various products in the consignment, one being "Akoz Ointment," represented as "A Natural Remedy for Skin Diseases . . . Hemorrhoids," etc.; another was "Akoz Rectal Suppositories," for hemorrhoids, ulcerations, etc.; still another was "Akoz Powder,"[1] for "kidney troubles," rheumatism, dyspepsia, etc.; "Akoz Dusting Powder," for eczema, chronic ulcers, acne, etc.; "Akoz Plaster," for rheumatism, neuritis,



AKOZ GIVES MARVELOUS RELIEF AFTER BAD STROKE OF PARALYSIS

John Wylley, Attache Under Former Governor Budd, Praises New Remedy.

Noteworthy among the marvels performed by Akoz, the wonderful medicinal mineral discovered in this by John D. Mackenzie, is the re- affo[illegible] Wylley.

affected parts for three and a half months, he regained good use of his limbs and surprised his many friends by the great improvement in his condition. He is again able to work and gives Akoz full credit for his recovery.

"After a stroke of paralysis two years ago," said Wylley, "I could not walk without help and had no control of the limbs. I also had severe pains in the back of my neck. After taking Akoz internally 3½ months and also applying the Akoz compound externally, the pains left and I was able to walk [illegible] regain

pain in back, etc.; "Akoz Compound," for rheumatism, neuralgia, etc. The claims for all of these products were declared to be false and fraudulent, as they contained no ingredients or combination of ingredients capable of producing the therapeutic effects claimed. The court entered judgment of condemnation and forfeiture, and ordered that the stuff should be destroyed.—[*Notice of Judgment No. 6026; issued June 17, 1918.*]

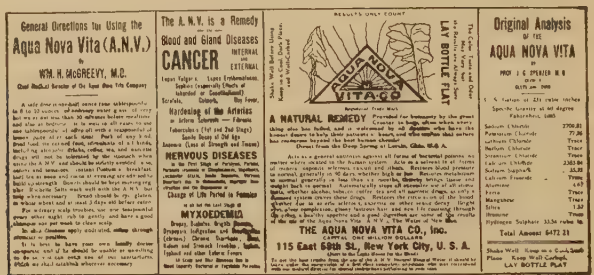
Alkavis.—Shipped, June, 1915, by M. Agnes Jamieson, trading as the Alkavis Co., Detroit. Analysis showed the preparation to be essentially a solution containing potassium nitrate, sodium benzoate, glycerin, and vegetable extractives. Falsely and fraudulently represented as a remedy for diseases of the kidneys, liver and urinary organs. Fine, $5.—[*Notice of Judgment No. 5247; issued Feb. 21, 1918.*]

Anticephalalgine.—The defendant in this case was James I. Johnson, a corporation, Raleigh, N. C. The stuff admittedly contained 30 per cent. alcohol and 4 grains acetanilid to the ounce. The government chemists reported that it also contained sodium bromid, sodium salicylate, caffein and antipyrin. It was sold under claims that it was a cure for all kinds of headaches, claims that the government officials declared were knowingly false and fraudulent. The defendant pleaded guilty and on payment of costs the court suspended judgment.—[*Notice of Judgment No. 4376; issued Sept. 12, 1916.*]

1. An examination in the A. M. A. Chemical Laboratory showed that Akoz Powder contained 2.2 per cent. of lead sulphate. In view of the disastrous results which have followed the internal use of compounds containing small amounts of lead, the Natura Company was advised by the Laboratory of the finding (Rep. A. M. A. Chemical Laboratory, 1916, p. 103).

Aphro Lymphatic Compound.—The National Animal Products Co., 407 Wells St., Chicago, shipped a quantity of this stuff in November, 1913. It was labeled "The Great Restorative for Lost Vitality for Men and Women" and recommended for ". . . loss of memory . . . melancholy, neurasthenia and all nervous disorders." Analysis by the Bureau of Chemistry showed it to be "a gelatin capsule containing cottonseed oil and a pill containing iron, calcium, sulphates, carbonates, nitrogenous and fatty material, together with small amounts of phosphates and alkaloids." As the therapeutic claims for the stuff were false and fraudulent the product was declared to be misbranded and, in July, 1916, after a plea of guilty the court imposed a fine of $100 and costs.—[*Notice of Judgment No. 4864; issued Sept. 25, 1917.*]

Aqua Nova Vita.—Shipped in December, 1914, by the Aqua Nova Vita Co., Easton, Pa. Falsely and fraudulently claimed to be an effective remedy in cancer, syphilis, hay-fever, hardening of the arteries, tuberculosis, locomotor ataxia, Bright's disease, diabetes, etc. Fine, $75.—[*Notice of Judgment No. 6136; issued Aug. 3, 1918.*]



"Arch Brand Nerve Tonic" and "Arch Brand Blood Remedy."—This, according to the label, was made for and sold by the Arch Pharmacal Company, San Francisco, and the National Pharmacy Company of Oakland, Cal., which were charged by the government with misbranding and shipping the products in interstate commerce. The federal chemists declared that the "Nerve Tonic" was a watery solution of sugar, hypophosphorous acid, salts of sodium, potassium, calcium and magnesium with indications of quinin and strychnin. The claims that it was an effective remedy for nervous prostration and for nerve and brain diseases generally were declared false and fraudulent. The "Blood Remedy" was found by the federal chemists to contain over 18 per cent. alcohol, more than 31 per cent. of sugar, with small amounts of potassium iodid, sarsaparilla and emodin-bearing drugs. The claims that it was a cure for piles, scrofula, acute skin affections, and an effective remedy for rheumatism and blood diseases generally were declared false and fraudulent. The company was fined $50.—[*Notice of Judgment No. 4477; issued Nov. 13, 1916.*]

Athlophoros.—This product of the Athlophoros Co. was analyzed by government chemists and reported to consist essentially of a solution of glycerin, sodium salicylate, oil of cinnamon and water. The preparation was sold under the claim that it was an effective remedy for sciatica, gout and sick headache, "cleansing the liver and kidneys from irritating substances," that it was a cure for neuralgia and a specific for sick headache. These claims the government held were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The company fought the case and attempted to prove by means of testimonials and "expert witnesses" that their

claims were not fraudulent or false. The judge in summing up the case pointed out to the jury that as the concern was charged with making "false and fraudulent" claims, it was necessary not only that the government prove that "the so-called remedy is absolutely worthless as to its curative or therapeutic effect upon the ailments for which it is claimed" but also it must satisfy the jury beyond a reasonable doubt that the company had made these statements knowingly with a "wrongful motive for the purpose of deception." Evidently the government did both as the jury returned a verdict of guilty. The concern was fined $25 and costs.—[*Notice of Judgment No. 4834; issued Sept. 18, 1917.*]

Ascatco.—Four dozen small and one and one-half dozen large bottles of "Ascatco" put out by the Ascatco Laboratory, New York, were seized by the government on the charge that the stuff was misbranded. The product contained 13 per cent. alcohol and some opium. It was sold under the claims, either direct or indirect, that it would cure asthma, hay-fever and catarrh, would relieve coughs and colds and would prevent hay-fever. The government charged that the claims made for the preparation were false, misleading and fraudulent. No one appeared to claim the property and the court entered judgment of condemnation and forfeiture and ordered that the article should be destroyed by the United States marshal.—[*Notice of Judgment No. 4600; issued March 15, 1917.*]

Armstrong's Croup Ointment.—Harold G. Carpenter and Herman J. Pierce manufactured and sold this product under the trade name, Carpenter & Pierce Co., Troy, Pa. It was claimed to be a cure for croup, catarrh, asthma, and cold in the head, throat or lungs. The government chemists reported that this ointment contained eucalyptus oils and traces of other oils, possibly cassia and thyme. The therapeutic claims were declared to be false and fraudulent. A plea of *nolo contendere* was entered by the defendants, who were fined $10 and costs.—[*Notice of Judgment No. 4375; issued Sept. 12, 1916.*]

Barlow's Tablets.—This product, also known as "Barlow's Cold and Fever Tablets Laxative Phospho Quinine," was shipped in interstate commerce in December, 1913, by one Edwin B. Barlow, trading as E. B. Barlow & Co., Binghamton, N. Y. When analyzed by the Bureau of Chemistry it was found to consist of sugar 73.9 per cent., acetanilid 5.2 per cent., quinin sulphate 2.4 per cent., and phenolphthalein 2.3 per cent. It was declared to be misbranded in that the label represented that a phosphate and quinin were the principal active ingredients, whereas they were not; and, moreover, because the stuff was falsely and fraudulently represented to be a cure for various ills caused by sudden colds and chills, attended by fever, headache, dyspepsia, etc. The court, on Dec. 16, 1915, imposed a fine of $25.—[*Notice of Judgment No. 4868; issued Sept. 25, 1917.*]

Bovinine.—Shipped by the Bovinine Co., New York City. Analysis showed the product to be a blood preparation containing 11 per cent. alcohol, and over 6 per cent. glycerin. Falsely and fraudulently advertised. Company pleaded guilty; sentence suspended.—[*Notice of Judgment No. 5170; issued Feb. 21, 1918.*]

Boxenbaum Discovery.—Shipped by Beni Boxenbaum, who traded as Boxenbaum, Son & Co., Philadelphia. Analysis showed the stuff to be, essentially, a watery solution of potassium bromid, with a small amount of a cathartic drug. Falsely and fraudulently advertised. Fine, $10.—[*Notice of Judgment No. 5089; issued Jan. 29, 1918.*]

Byrnes Baby Relief.—Shipped by the Byrne Drug Co., Archbald, Pa. Falsely and fraudulently advertised. Product ordered destroyed; claimant to pay the cost of proceedings.—[*Notice of Judgment No. 5626; issued April 29, 1918.*]

Baur's Diamond Brand Bromides.—Shipped by the Liquid Carbonic Co., Minneapolis. Analysis showed the preparation to be a granular effervescent salt, containing chiefly baking soda, citric acid, Epsom salt, a small amount of caffein and but a trace of bromid. Falsely and misleadingly advertised. Fine, $10.—[*Notice of Judgment No. 5035; issued Jan. 28, 1918.*]

Botanic Blood Balm.—Shipped by Wm. R. Warner & Co., Philadelphia. Analysis showed alcohol, 14.6 per cent., potassium iodid, arsenic trioxid, and guaiac, with sarsaparilla and senna indicated. Falsely and fraudulently advertised. Fine, $200.—[*Notice of Judgment No. 5022; issued Jan. 28, 1918.*]

Dr. Belding's Six Prairie Herbs.—Shipped by the Dr. Belding Medicine Co., Minneapolis. Government chemists reported that the odor and taste suggested that of highly diluted and sweetened whisky, with a very small amount of some indifferent herb or herbs. Falsely and fraudulently advertised. Fine, $10.—[*Notice of Judgment No. 5895; issued May 14, 1918.*]

Blood Tabs.—Shipped by the Reese Chemical Co., Cleveland. Analysis showed the preparation to consist of brownish, sugar-coated pills, containing carbonate of lime, the interior being a pasty mass containing sulphates and carbonates of iron and potassium, also iodid of potassium, glycerin, and reducing sugar. Falsely and fraudulently advertised. Fine, $25 and costs.—[*Notice of Judgment No. 5596; issued April 15, 1918.*]

Dr. E. E. Burnside's Purifico.—Shipped by Charles W. and Pearl B. Diffin, copartners, who traded as the Purifico Co., Buffalo. Samples of "Purifico Nos. 1, 2 and 3" were analyzed. "No. 1" was found to contain 10 per cent. of alcohol, with sugar, small amounts of glycerin, potassium iodid, cinchona alkaloids, piperin and emodin (probably senna). "No. 2" was found to contain 9 per cent. of alcohol, sugars, small amounts of glycerin, potassium iodid, cinchona alkaloids and piperin. "No. 3" was found to contain 14 per cent. of alcohol, sugars, valerian, piperin and tannic acid. All three products were falsely and fraudulently advertised.—[*Notice of Judgment No. 5896; issued May 14, 1918.*]

Bristol's Sarsaparilla.—Shipped by Mary Augusta, Edward and Edward Charles Mears Kemp, who did business as Lanman and Kemp, New York City. Analysis showed the product to consist essentially of a water-alcohol solution of potassium iodid, sugar and plant extractives, with indications of sarsaparilla and arbutin. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5822; issued May 29, 1918.*]

Benn Capsules.—Joseph Arthur Bennett, Lowell, Mass., was charged with making false and fraudulent claims for "Benn Capsules," sold as having been "manufactured for the Benn Chemical Co., Lowell, Mass." The capsules on analysis were found to contain strychnin, arsenic, iron and water soluble sulphates. They were sold as a cure for dyspepsia, headache, backache, insomnia, pains in the side, leucorrhoea and falling of the womb, no matter "of whatever gravity or standing." They were also sold as a preventive of consumption and as a kidney remedy. The claims were declared false and fraudulent. Bennett pleaded guilty and was fined $25.—[*Notice of Judgment No. 4570; issued March 15, 1917.*]

Dr. Bloomer's Catarrh Remedy.—This preparation, hailing from Altoona, Ga., comes in cigarette form. Analyzed by the chemists of the North Dakota

Agricultural Experiment Station it was reported to contain "chamomile flowers over 50 per cent., powdered cubeb, fennel seed and a few other powdered vegetable substances."—*(From The Journal A. M. A., Aug. 23, 1913.)*

Brazilian Balm.—B. F. Jackson & Co., Arcade, N. Y., were alleged to have shipped into Massachusetts a number of packages of "Brazilian Balm." The claims made for this stuff, either direct or inferential, were to the effect that it would cure consumption, prevent lockjaw and would "clear out of the system" the germs of typhoid and diphtheria. These and many other claims were designated by the federal authorities as false and fraudulent. As no one claimed the property, the court condemned it and ordered that it should be destroyed.—[*Notice of Judgment No. 4764; issued June 13, 1917.*]

Bon-Opto.—This "eye medicine," put on the market by the Valmas Drug Company, Detroit, is sold under the claim that it will "Make Weak Eyes Strong" and that it "Strengthens Eyesight 50 Per Cent. in One Week's Time in Many Instances." The testimonial type of advertising is, of course, employed. A man, "almost blind," used Bon-Opto and now "can read everything"; a woman to whom "the trees across the street" were for several years but "a dim green blur," was able to "count the fluttering leaves" after using Bon-Opto! Physicians—"prominent," of course—whose initials are unfortunately omitted, are quoted as testifying enthusiastically regarding the virtues of Bon-Opto. Two of these noted individuals are quoted at length in a French-Canadian paper. One of them is "Le Dr Beck, un spécialiste pour la vue, de New-York" while another is "Le Dr. Judkins, médecin de Massachusetts, autrefois chef de chimique au Union General Hospital, Boston, Mass., anciennement chirurgien interne à la New-England Eye and Ear Infirmary de Portland, Maine, et auteur médical." Then in the papers in the United States there are testimonials from Drs. Smith, Connor and Lewis, whose initials, curiously enough, the Valmas Drug Co. also fails to give. In soliciting druggists to carry their nostrum, the Bon-Opto concern perpetrates a joke that is as impudent as it is humorous. In a letter addressed to the druggist they give what purports to be the ingredients of the nostrum but carefully abstain from giving any quantities so that the alleged formula is meaningless. The opening paragraph of one of these letters reads:

"Conscientious, careful druggists who refuse to recommend any remedy unless they know what is in it will appreciate the following formula of Bon-Opto for the eyes and the fact that we make no secret of it but print it on every package:

Chloretone
Zinc Sulphate
Sodium Chloride
Boric Acid
Menthe Poivree
Camphre de Menthe"

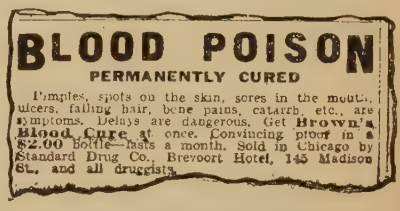
Just what *"Menthe Poivree"* and *"Camphre de Menthe"* are is not disclosed but they may be counted on to add to the mystery which must envelope the average "patent medicine" if it is to become a commercial success. Yet the Bon-Opto concern has the effrontery to say in its letter: "As a qualified druggist you will immediately recognize its great therapeutic value!" In the newspaper advertisements the public is assured: "Bon-Opto is not a patent medicine or secret remedy." The facts are Bon-Opto *is* a secret remedy and is just as much a "patent medicine" as "Peruna" or "Paine's Celery Compound." In fact the latter nostrums, thanks to the requirements of the federal law, have given the quantitative formula of at least one of their ingredients, which is

more than can be said for Bon-Opto. The state chemists of New Hampshire in their bulletin for 1917 state that Bon-Opto contains:

Sodium Chlorid (common salt)	39.52
Zinc Sulphate (white vitriol)	6.83
Boric Acid	39.69
Menthol	a small amount

—(From The Journal A. M. A., Sept. 1, 1917.)

Brown's Blood Treatment.—This preparation was manufactured and sold by the Brown Co., 935 Arch St., Philadelphia, and had formerly been called "Brown's Blood Cure." The preparation was analyzed by the federal chemists, who reported that it contained 5.65 grams of potassium iodid and 0.1 gram of a mercury compound to each 100 c.c. It was claimed to be a cure for syphilis in all its forms and to be effective in the treatment of all forms of rheumatism, chronic sores, chronic ulcers, scrofula, boils, carbuncles, eczema, contagious blood poison and various other conditions. These claims were declared to be knowingly and wantonly false and fraudulent. The company was fined $100.—[*Notice of Judgment No. 4443; issued Oct. 16, 1916.*]


BLOOD POISON
PERMANENTLY CURED
Pimples, spots on the skin, sores in the mouth, ulcers, falling hair, bone pains, catarrh, etc., are symptoms. Delays are dangerous. Get Brown's Blood Cure at once. Convincing proof in a $2.00 bottle—lasts a month. Sold in Chicago by Standard Drug Co., Brevoort Hotel, 145 Madison St., and all druggists.

Brown's (Dr. O. Phelps) Herbal Ointment.—Shipped by the Kells Co., New York City. Analysis showed the preparation to be essentially 98.5 per cent. petrolatum, and 1.5 per cent. salicylic acid. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5212; issued Feb. 21, 1918.*]

Brown's "935" Injection (Formerly H. W.).—The Doctor Brown Company, Philadelphia, shipped in interstate commerce a quantity of "Brown's '935' Injection (formerly H. W.)." The Bureau of Chemistry reported that the preparation was "a dilute solution of acetate and sulphate of zinc." Some of the claims made for it were:

"Invaluable as a Preventive and in the Treatment of Chronic Gonorrhoea, Gleet, Whites, Etc."

"A Preventive and a Certain and Speedy Remedy for Chronic Gonorrhoea, Gleet, Whites, Etc."

These and similar claims were declared false and fraudulent. The company was fined $75.—[*Notice of Judgment No. 4143; issued April 19, 1916.*]

John Bull's Improved Sarsaparilla Compound.—The Dr. John Bull Medicine Co., Cincinnati, Ohio, sold a preparation called "Dr. John Bull's Improved Sarsaparilla Compound" under the claim that it was an effective remedy for erysipelas, chronic sore eyes, ringworm, tetter, scald and dropsy. Government chemists reported that the product was a water-alcohol solution of potassium iodid, vegetable extractive and reducing sugars, with sarsaparilla indicated. The curative claims were declared by the government to be false and fraudulent. The company was fined $25 and costs.—[*Notice of Judgment No. 4451; issued Nov. 13, 1916.*]

Bunsen's Catarrh Cure.—C. W. Beggs, Sons & Co., a Chicago corporation, put out "Bunsen's Catarrh Cure" under the claim that it would cure catarrhal deafness, hay fever, nasal catarrh and throat catarrh and would prevent consumption. The federal chemists who analyzed the preparation reported that the "cure" consisted essentially of petrolatum (vaseline) with some camphor, menthol, thymol and eucalyptus oil and a small amount of carbolic acid in it.

Naturally, the government declared the therapeutic claims false and fraudulent. The company was fined $25 and costs.—[*Notice of Judgment No. 4418; issued Oct. 16, 1916.*]

Cassidy's 4X and P. G. S.—The Schuh Drug Co., Cairo, Ill., shipped in December, 1916, and April, 1917, a quantity of "Cassidy's 4X" and "P. G. S." The federal chemists reported that "Cassidy's 4X" was found to consist essentially of aloes, colocynth, resins and a small amount of some mercury salt, alcohol and water; "P. G. S." was reported to consist of plant extract, including extract from a laxative drug, resin and not more than a trace, if any, of mercury, alcohol and water. Both "Cassidy's 4X" and "P. G. S." were falsely and fraudulently represented as cures for eczema, syphilitic affections, rheumatism, malarial poison and all affections of the skin caused by impure blood and as a relief for kidney and bladder diseases. In October, 1918, the Schuh Drug Company pleaded guilty and was fined $25 and costs.—[*Notice of Judgment No. 6841; issued April 23, 1920.*]

Cat-Er-No "Soules."—On this article, which is said to be made by the Soule Medical Company, Minneapolis, the chemists of the North Dakota Experiment Station reported: "Sample was an aqueous solution of menthol with just enough of a vegetable drug present to give it a color. There was less than 0.1 of 1 per cent. of total solids. Sample would be of little value as a catarrh cure."—*(From The Journal A. M. A., Aug. 23, 1913.)*

Bull's Herbs and Iron Compound.—Shipped in March, 1917, by the W. H. Bull Medicine Co., St. Louis. Analysis showed the preparation to be a weak alcoholic solution containing iron, phosphates, sugar and vegetable derivatives, among which were quinin, red pepper, gentian and podophyllum. Falsely and fraudulently represented as a remedy for weak nerves, ailments peculiar to women, scrofula, rickets, liver, kidney and bladder diseases, etc. Fine, $25 and costs.—[*Notice of Judgment No. 6215; issued April 24, 1919.*]

Celery-Vesce.—In January, 1911, James Vanatta, trading as the Century Chemical Co., Indianapolis, shipped a quantity of this nostrum. It was labeled "A harmless and speedy remedy for headache, neuralgia, sleeplessness, depression, induced by excessive indulgence in liquor, sour stomach, indigestion, nausea, painful menstruation and other nervous disorders." As the stuff contained a harmful drug, namely, acetphenetidin (phenacetin), and hence was not "harmless" as claimed, it was declared misbranded and the court, on Feb. 25, 1913, imposed a fine of $100 and costs.—[*Notice of Judgment No. 2565; issued Oct. 31, 1913.*]

NOTE: A later consignment of this product was also declared misbranded and a fine of $50 and costs imposed, on Nov. 29, 1915.—[*Notice of Judgment No. 4439; issued Oct. 16, 1916.*]

Chase's "Blood and Nerve Tablets," "Liver Tablets," and "Kidney Tablets."—Shipped in August, 1916, by K. E. Hafer,[1] trading as the Dr. Chase Co., Philadelphia. Analysis showed the "Blood and Nerve Tablets" to contain essentially, metallic iron, ferrous sulphate, sodium carbonate (washing soda), zinc phosphid, capsicum (red pepper), aloes, strychnin, and possibly gentian and podophyllum, with a trace of arsenic. The "Liver Tablets" were more than half sugar, the active portion consisting of aloes, capsicum, licorice, ginger, and what appeared to be nux vomica. The "Kidney Tablets" were about 40 per cent. sugar, the active ingredients appearing to be methylene blue, licorice, and vegetable matter. The "Blood and Nerve Tablets" were falsely and fraudulently represented as a cure for weakness, nervous prostration,

1. Hafer's fraudulent business was described in THE JOURNAL, May 25, 1918, and the matter is reprinted in the pamphlet "Medical Mail-Order Concerns," price 25 cents.

sexual exhaustion, anemia, etc. The "Liver Tablets" were falsely and fraudulently represented as a cure for paralysis of the bowels, diseases of the liver, dyspepsia, malaria, etc. The "Kidney Tablets" were falsely and fraudulently represented as a cure for paralysis of the bladder, general debility, rheumatism, Bright's disease in its early stages, dropsy, etc. Fine, $250.—[*Notice of Judgment No. 6170; issued Aug. 21, 1918.*]

Classe's Great Penetrating Liniment.—William P. Diggs of St. Louis, who traded under the name W. P. Diggs & Co., sold this preparation, which contained 64 per cent. alcohol, 10 minims of tincture of opium to the ounce and 38 minims of chloroform to the ounce. Government chemists reported that analysis showed the liniment to be "an alcoholic solution of ammonia, chloroform, opium, camphor, oil of sassafras, oil of origanum and a thujone-containing oil such as thuja." The government declared that the claims that this liniment would prevent blood poison from wounds, was a remedy for tuberculous sores, would remove goiter and was a certain cure for colic in horses and mules were knowingly, recklessly and wantonly false and fraudulent. Diggs was fined $10 and costs.—[*Notice of Judgment No. 4424; issued Oct. 16, 1916.*]

Collins' Ague Remedy, Swaim's Panacea and Swayne's Panacea.—James F. Ballard, St. Louis, was made the defendant in three cases brought by the federal government against the respective products named. "Collins' Ague Remedy," which admittedly contained 33.3 per cent. alcohol, was sold under the claim that it was an effective remedy for chills and fever, dysentery, most forms of malarial diseases, intermittent, remittent and swamp fevers, cholera morbus and diarrhea. These claims the government declared were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. "Swaim's Panacea" was found to contain nearly 5 per cent. alcohol with 62.3 per cent. of solids, of which 58.5 per cent. was sugar. There was also $\frac{1}{10}$ of 1 per cent. salicylic acid and some sarsaparilla present. The public was asked to believe that this stuff was effective as a remedy and panacea for syphilis, pulmonary diseases, eczema, influenza, anemia, consumption and a great many other things. These claims were declared to be false and fraudulent and made knowingly and wantonly. "Swayne's Panacea" seemed to be very similar in composition to "Swaim's Panacea" and was sold under claims virtually identical with those made for the latter product. The government officials naturally declared these claims false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. James F. Ballard was fined $30 and costs.—[*Notice of Judgment No. 4373; issued Sept. 12, 1916.*]

Collins' Voltaic Electric Plasters.—The federal authorities seized 4,608 "Collins' Voltaic Electric Plasters" said to be distributed by Potter Drug and Chemical Corporation, Boston, on the charge that the claims made for them were false. The claims made for the plasters were, in part, to the effect that they would relieve pain and inflammation of the kidneys; that they were of great value in fever and ague, as well as in indigestion, bilious colic and affections of the liver; that they were good for simple bone fractures and would relieve many cases of bronchitis and asthma; also that they would give gratifying relief in cases of "female weakness." These claims were declared false and misleading and the federal authorities requested that the product be condemned. The Potter Drug and Chemical Corporation filed its claim for the property and, having given a bond, the court ordered that the product should be delivered to the concern on payment of the cost of the proceedings.—[*Notice of Judgment No. 4572; issued March 15, 1917.*]

Constitutional Tonic Catarrh Remedy.—A quantity of this nostrum was shipped in interstate commerce in October, 1912, by Littlefield & Co., Manchester, N. H. A specimen analyzed by the Bureau of Chemistry was found to be a water-alcohol solution of ammonia, containing a trace of alkaloid and oil of lavender. As the stuff contained 7.4 per cent. of alcohol by volume which was not declared on the label, and as it was falsely and fraudulently claimed to be "the most efficacious and reliable remedy in the world for the relief and permanent cure of catarrh, deafness, consumptive tendencies, neuralgia, headache and asthma" it was declared misbranded. On Dec. 29, 1915, the court imposed a fine of $50 and costs on Chauncey B. Littlefield, representing the defendant company.—[*Notice of Judgment No. 4853; issued Sept. 25, 1917.*]

Cummings Blood Remedy.—Shipped by Edwin D. Richardson, who traded as F. P. Cummings Co., Roanoke, Va. Analysis showed the stuff to contain over 20 per cent. of alcohol with plant extractives, sarsaparilla, potassium iodid, and sugar. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5684; issued May 3, 1918.*]

Curative Jasnogorski Wine.—According to the label this product was "without exception the best remedy" for "all stomach troubles and ailments arising through impure blood . . . indigestion, general debility, loss of physical power, dizziness, anemia, and other ailments of both sexes, and even children." A consignment of the nostrum shipped in November, 1913, was found to be misbranded in that the alcohol content of 15.54 per cent. was not declared on the label, as required by law; also in that the stuff was represented as being of European manufacture, whereas it was made in Chicago; and, moreover, because the therapeutic claims made for it were knowingly false and fraudulent. On Nov. 24, 1915, the court imposed a fine of $150 and costs on the European Wine & Liquor Co., Chicago, who put out the nostrum.—[*Notice of Judgment No. 4402; issued Oct. 16, 1916.*]

Contrell's Magic Troche.—The Contrell Co., Tenafly, N. J., shipped into Massachusetts a quantity of "Contrell's Magic Troche." These were analyzed by the federal chemists who reported that the "Troches" had a total alkaloid per cent. of 0.031. The alkaloids present (cephaelin and emetin) indicated the presence of ipecac. Among the claims made for the troche was one to the effect that it was "the most wonderful remedy ever made to cure. . . . Catarrh . . . Asthma and Diphtheria. . . ." This claim the authorities condemned as false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $25.—[*Notice of Judgment No. 4569; issued March 15, 1917.*]

Dr. Carter's K. & B. Tea.—Shipped by S. C. Wells & Co., LeRoy, N. Y. Analysis showed the product to consist of senna, liverwort, and wintergreen leaves and juniper berries, with buchu and boneset leaves and possibly uva ursi (bearberry leaves). Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5904; issued May 23, 1918.*]

Crown Skin Salve and Pile Cure.—Shipped by the Grace Medical Co., Des Moines, Iowa. Analysis showed the "Skin Salve" to be an ointment containing approximately 85 per cent. petrolatum, 7.6 per cent. mercuric oxid, 1.42 per cent calomel, with indications of small quantities of camphor or menthol. Analysis of the "Pile Cure" showed it to consist of coco fat, tannic acid, atropin, alum, and talc. The "Salve" was falsely and misleadingly advertised, and the "Pile Cure" falsely and fraudulently advertised. Fine, $30 and costs.—[*Notice of Judgment No. 5591; issued April 15, 1918.*]

"Cooper's New Discovery" and "Cooper's Quick Relief."—The Cooper Medicine Company, Dayton, Ohio, sold these two products, both of which were declared misbranded under the Food and Drugs Act. The "New Discovery" was a nostrum of the alcoholic-tonic type. Federal chemists reported that it contained 20 per cent. alcohol, some emodin, aloes and a small quantity of oil of sassafras together with reducing sugars. The claim that it was an effective treatment for diseases of the kidneys, scrofula, so-called blood diseases, gout, diabetes, and many other conditions was declared recklessly and wantonly false and fraudulent. The "Quick Relief" was a liniment consisting of cayenne pepper in alcohol (31 per cent.) flavored with oil of sassafras. The claim that it would afford instant relief to sprains and pain and was a remedy for croup, and effective for preventing injuries due to burns and scalds from becoming inflamed was declared false and fraudulent. The company was fined $50 and costs.—[*Notice of Judgment No. 4460; issued Nov. 13, 1916.*]

Constitution Water.—Shipped by Stephen Demby, New York City. Analysis showed the product to consist essentially of a water-alcohol solution of iron acetate or chlorid, or both, glycerin, strychnin, and small amounts of alum and Epsom salt. Falsely and fraudulently advertised. Fine, $2.—[*Notice of Judgment No. 5530; issued April 10, 1918.*]

C. C. C. (Crownall Elastic Capsules).—Shipped by Hance Bros. & White, Philadelphia. Analysis showed these to be gelatin capsules containing, essentially, oil of cubeb and balsam of copaiba. Falsely and fraudulently advertised.—[*Notice of Judgment No. 5123; issued Jan. 29, 1918.*]

Creavita Tablets.—Shipped by Inter-American Pharmacal Corp., New York City. Analysis showed the tablets to contain, essentially, chromium sulphate, calcium carbonate, phenolphthalein, strychnin and starch. Falsely and fraudulently advertised. Company pleaded guilty; sentence suspended.—[*Notice of Judgment No. 5120; issued Jan. 29, 1918.*]

Crossman's Specific Mixture.—This preparation was sold by Wright's Indian Vegetable Pill Co. of New York City, and, according to federal chemists, was a mixture composed of two layers, the upper layer containing alcohol, water, opium and coloring matter, the lower, making up about 92 per cent. of the total mixture, being chiefly balsam copaiba and oils. The stuff was sold as a specific for the cure of gonorrhea, gleet, stricture, etc., and as a preventive of gonorrhea. These false and fraudulent claims brought about a fine of $100.—[*Notice of Judgment No. 4996; issued Jan. 30, 1918.*]

De Grath's Electric Oil.—Shipped by Margaret Hutton Kemp, Samuel H. Ordway and Edward C. Mears Kemp, executors of the estate of George William Kemp, trading as Lanman & Kemp, New York City. Analysis showed the product to consist, essentially, of fixed saponifiable oil, turpentine, oil of cinnamon, ammonium compounds and chloroform, with indications of the presence of a small amount of mineral oil. Falsely and fraudulently advertised. Fine, $20.—[*Notice of Judgment No. 5136; issued Jan. 29, 1918.*]

Dennis' Eucalyptus Ointment.—The Dennis Mfg. Co. of Berkeley, Calif., shipped a quantity of this nostrum in January, 1913. A specimen was analyzed by the Bureau of Chemistry and found to consist essentially of oil of eucalyptus, menthol, soft paraffin and possibly camphor. Misbranding of the prod-

1. See also "Tanlac."

uct was charged in that it was represented as an invaluable remedy for catarrh, hay fever, croup, itching piles, rheumatism and all aches and pains requiring an external remedy, and for the relief and cure of asthma. The court declared these claims to be false and fraudulent, and, on Feb. 24, 1915, following a plea of guilty, imposed a fine of $100.—[*Notice of Judgment No. 3965; issued Oct. 21, 1915.*]

Dexter's Headache and Antipain Powders.—These powders, shipped in interstate commerce in October, 1909, by Chas. H. Dexter of Boston, were recommended for "every ache which human flesh is heir to," including headache, neuralgia, la grippe, colds, painful menstruation, rheumatic pains, etc. The label bore the claim that the stuff would induce no habit. As it did contain a habit-inducing drug, acetanilid, the amount or proportion of which was not declared on the label as required by law, and since, in addition, the nostrum would not relieve "every ache which human flesh is heir to," as claimed, it was declared to be misbranded. Dexter pleaded *nolo contendere* and the court, on May 10, 1910, imposed a fine of $25.—[*Notice of Judgment No. 2548; issued Oct. 18, 1913.*]

Mrs. Edwards' Infant Syrup.—This baby killer was manufactured by one William H. Raser, Reading, Pa. It contained morphin and alcohol and was sold as a remedy for dysentery, diarrhea and summer complaints in children. The claims were declared false and fraudulent and made in reckless and wanton disregard of their truth or falsity. Raser was fined $50.—[*Notice of Judgment No. 4471; issued Nov. 13, 1916.*]

De Witt's Eclectic Cure.—W. J. Parker & Co., Baltimore, Md., was the proprietor of "Dr. De Witt's Eclectic Cure," which contained alcohol, opium and ether. It was sold under the claim that it was an internal and external remedy for cholera, dyspepsia, diphtheria, croup, scarlet fever and other conditions. These claims were declared false and fraudulent. It was declared further misbranded in that while the label declared the presence of 75 per cent. alcohol and 1 grain of opium to the fluid ounce, the stuff actually contained 60 per cent. alcohol and 1.3 grains of opium to the ounce. W. J. Parker & Co. admitted the allegations of the libel. The court ordered that if the company would pay the cost of the proceedings and give a bond not to sell the stuff under claims that would bring it into conflict with the Food and Drugs Act, the 288 bottles of "De Witt's Eclectic Cure" that had been seized might be delivered to it.—[*Notice of Judgment No. 4470; issued Nov. 13, 1916.*]

De Witt's Liver, Blood and Kidney Cure.—William J. Parker, who traded under the name the W. J. Parker Co., Baltimore, Md., sold "Dr. De Witt's Liver, Blood and Kidney Cure" under the claim that it would cure diabetes, Bright's disease, malaria and diseases of the liver, blood and kidneys. Government chemists reported that the preparation, which contained over 11 per cent. alcohol, was essentially an alcohol-water solution bearing a cathartic drug together with Epsom salt, nitrates and iodids. The taste suggested senna. The claims made by Parker were declared recklessly and wantonly false and fraudulent. He was fined $15.—[*Notice of Judgment No. 4440; issued Oct. 16, 1916.*]

Denton's Healing Balsam.—In May, 1911, two seizures were made of three dozen packages and six dozen packages, respectively, of this article, shipped by Hall and Ruckel, New York City, to Detroit. The labels on the bottles and the circulars wrapped round the bottles made such claims as:

"Will cure coughs and colds, heals the lungs, inflammation on the lungs."
"Will cure the Phthisic, Lame Back, Gravel and Kidney complaints."
"It will cure flesh wounds . . . on man or beast."
"It prevents contagious diseases, it cures heaves . . ."

Chemists of the Bureau of Chemistry reported that their examination indicated that the stuff was simply Canada balsam. Misbranding was alleged because of the misleading and deceptive claims. As no claimant appeared for the property, both lots were condemned and ordered to be destroyed by the United States marshal.—[*Notices of Judgment Nos. 1464 and 1465; issued May 22, 1912.*]

Ely's Liquid Cream Balm.—This preparation, which is sold as a "remedy for catarrh, catarrhal deafness, hay fever, cold in the head," is a pinkish liquid having the odor of thymol and menthol. It was analyzed by the chemists of the Connecticut Agricultural Experiment Station, who reported that it "appears to consist essentially of liquid petrolatum with small quantities of thymol and menthol." The chemists further asserted that a bottle of Ely's Liquid Cream Balm costing 69 cents contains about half a cent's worth of liquid petrolatum. —*(From The Journal A. M. A., Aug. 23, 1913.)*

Effervescente Granulare.—Shipped in June, 1917, by the Milano Pharmacal Co., Inc., New York City. Analysis showed the preparation to consist of over 13 per cent. of baking soda, 61 per cent. of sugar, 3 per cent. of borax, and 17 per cent. of cream of tartar. The product was invoiced as "Eff. Magnesia," but the analysis showed there was no magnesia present. It was declared adulterated because of presence of borax, and misbranded because, while sold as Effervescent Magnesia, it contained no magnesia. Fine, $15.—[*Notice of Judgment No. 6221; issued April 24, 1919.*]

Di-Col-Q.—Shipped by the New York Drug Concern (Laurence E. Cash), New York City. Analysis showed the product to consist essentially of pine oil, chloroform, mineral oil, and a green dye. Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5703; issued May 9, 1918.*]

Electrozone.—This alleged Antiseptic Germicide, Disinfectant was manufactured by the Chemical & Electrical Co., New York. Eighty-four bottles of "Electrozone" were seized by the government under the charge that the stuff was misbranded. This charge was based on the facts, (1) that purchasers were led to believe that the product consisted of or contained ozone associated with electricity, when in fact it did not contain ozone and was not associated with electricity; (2) in that the chemical formula indicated that the product was composed of certain chemicals of which in fact it was not so composed; (3) in that ozone was not formed together with nascent oxygen and peroxid of hydrogen when the hypochlorites were brought in contact with organic matter, as was claimed on the label; (4) in that the stuff liberated no ozone, although the company claimed that when Electrozone was freely sprayed into an atmosphere containing carbonic acid gas, it neutralized this gas and filled the air with a fresh supply of oxygen. Electrozone was recommended by its exploiters for piles, cholera infantum, leukorrhea, rheumatism, eczema, sunburn, diphtheria, "falling hair," ear ache and various other conditions. These claims the government declared false and fraudulent and applied "with a knowledge of their falsity" and had been made "for the purpose of defrauding purchasers." The Chemical and Electrical Company appeared as claimant and having consented to the entry of a decree, with the understanding that it should apply only to certain of the therapeutic claims, the court declared that the stuff was "misbranded in so far as it relates to some of the therapeutic effects" made and declared the product condemned and forfeited and ordered that a judgment be entered against the claimant for the cost of the proceedings. It was provided, however, that after payment of the costs, the company might execute a bond of $500 and the Electrozone would be turned over to it on the condition that it should be relabeled under the supervision of the federal official.—[*Notice of Judgment No. 4355; issued Sept. 12, 1916.*]

Emerald Oil.—Shipped by the Moone Chemical Co., Rochester, N. Y. Analysis showed the sample to be essentially a solution of camphor, carbolic acid and oil of sassafras. Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5897; issued May 14, 1918.*]

Enteronol.—Shipped by the Enteronol Co., Oswego, N. Y. Analysis showed the preparation to consist essentially of alum, camphor, ginger, red pepper, tannic acid and phenolphthalein. Falsely and fraudulently advertised.[1] Fine, $200.—[*Notice of Judgment No. 5179; issued Feb. 21, 1918.*]

Egiuterro, Uicure, Sweet Rest for Children, Beaver Drops Comp., Blood Kleen, Heart and Nerve Regulator, Kidneyleine, Eye Powder, Tanrue Herbs and Pills, and 5 Herbs.—Shipped about June, 1916, by Albert G. Groblewski, Plymouth, Pa. Analysis showed "Egiuterro" to consist essentially of aloes, Epsom salt, jalap, strychnin, alcohol and water, flavored with methyl salicylate. "Uicure" consisted of five bottles, lettered "A" to "E," inclusive. "A" contained nearly 20 per cent. of alcohol, with aloes, Epsom salt and menthol. "B" contained alcohol, ammonia, chloroform, ether, oil of sassafras, menthol, benzoic acid, cinnamic acid, resins, and an unidentified alkaloid. "C" was essentially a water-alcohol solution of quinin sulphate and red pepper. "D" was essentially a water-alcohol solution of morphin, gum guaiac, ammonia, ammonium carbonate, and essential oils. "E" consisted of tablets containing lithium, sodium carbonate, salicylates, and salol. "Sweet Rest for Children" contained opium, alcohol, asafetida, magnesium carbonate, sugar and water. "Beaver Drops Comp." was a resin dissolved in alcohol and water. "Blood Kleen" appeared to be essentially a syrup containing over 13 per cent. alcohol, about 5 per cent. potassium iodid, sarsaparilla, licorice, plant extractives, with a small quantity of arsenic. "Heart and Nerve Regulator" contained alcohol, morphin, chloral hydrate, sodium bromid, valerianic acid, red pepper, glycerin, sugar and water. "Kidneyleine" was a water-alcohol solution of the acetates and nitrates of potassium and ammonium, with aromatics and indications of spartein. It contained over 23 per cent. of alcohol. "Eye Powder" was essentially iodoform and boric acid. "Tanrue Herbs and Pills" contained tansy, rue, pennyroyal, hepatica, sassafras, ginger, cinnamon, verbena and podophyllum. The pills contained licorice with indications of aloes. "5 Herbs" contained mistletoe, stramonium, skullcap, and black cohosh. All of these products were falsely and fraudulently represented: "Egiuterro" as a preventive of smallpox, and as a remedy for rheumatism, dyspepsia, all stomach disorders, coughs, headaches, etc.; "Uicure" as a cure for rheumatism, pyemia, sciatica, gout, etc.; "Sweet Rest for Children" as a remedy for three-months' colic, fretful, cross and nervous babies; "Beaver Drops Comp." as a remedy for irregular menses, etc.; "Blood Kleen" as a treatment for syphilis, eczema, anemia, cancer and lockjaw; "Heart and Nerve Regulator" as a heart and nerve regulator, a perfect sedative for delirium tremens, St. Vitus' dance, sleeplessness and nervous headache; "Kidneyleine" as a remedy for Bright's disease and dropsy; "Eye Powder" as a remedy for cataract and sore eyes; "Tanrue Herbs and Pills" as a remedy for suppressed, painful and irregular menses and "5 Herbs" as a remedy for epilepsy and "fits." Fine, $210.—[*Notice of Judgment No. 6178; issued Aug. 21, 1918.*]

Faucine.—"Faucine" marketed by the Faucine Co., Meridian, Miss., was sold under such claims as:

1. This nostrum was examined by the chemists of the A. M. A. Chemical Laboratory some years ago, and the fraudulence of the product was declared in THE JOURNAL, March 21, 1908.

"The Most Wonderful Antiseptic and Blood Tonic in the World."

"A warranted remedy for piles, old sores and ulcers, eczema, ringworm, tetter, cuts, burns, insect stings, diarrhoea and flux, cholera morbus, dyspepsia, indigestion, scratches on horses, saddle and harness galls."

Nor was this all. Faucine was also good for "female complaints" and "Hog Cholera"; for piles and pellagra, to say nothing of being a "sure cure for chickens that are diseased with cholera." The government seized 21 dozen retail packages of this marvel, declaring the product misbranded in that the claims made for it were false and fraudulent. No claimant appeared for the property and judgment of condemnation and forfeiture was entered and the court ordered that the stuff should be destroyed by the United States marshal. —[*Notice of Judgment No. 4563; issued Feb. 8, 1917.*]

En-Ar-Co Oil.—Shipped in January, 1917, by the National Remedy Co., New York City, under the name of Chas. E. Crittenden Co. Analysis showed the preparation to be essentially a water-alcohol solution of amyl and ethyl alcohols, acetone, capsicum extractives, a safrol-containing oil, a light mineral oil, and a fixed vegetable oil. Falsely and fraudulently represented as a rem-

Opportunity Knocking at Your Door

BIG MONEY

SPLENDID PREMIUMS NO CAPITAL REQUIRED

DON'T let anyone get ahead of you. Mail us your application AT ONCE, and secure the Agency for the old reliable (EN - AR - CO OIL) (famous over a quarter century as *The Wonderful Japanese Oil*) and our other standard Remedies.

DON'T DELAY! DO IT NOW!

We enclose herewith our complete list, which contains a remedy for almost every ailment of Man, and En-Ar-Co Oil is not only efficient in relieving many human ills, but it is also the best known and most successful remedy for the ordinary diseases of animals and poultry

Beware of Impostors. All our Remedies bear our Signature and Trade Mark.

Terms to Commission Agents

The $1.00 Remedy is charged to Agents at 60c per bottle, the 50c Remedies at 30c each, and the 25c Remedies at 15c each. Thus you will see the agent's commission is 40 per cent. on the retail price.

When receipt of your application satisfactorily filled out, we will ship you by express the following assortment [illegible] to be paid for as sold

10 bottles En-Ar-Co Oil, [illegible] Japanese Oil, 4 bottles Dr. Swan's Liver and Kidney Remedy, 4 bottles Herbert's Pulmonic Cough Remedy, 3 bottles Malaria Medicine, 3 bottles Gentora Pills, 3 packages Teresa's Tea, 3 boxes Cascara Tablets

[illegible] to Sub-Agents rates and retails for $5.00 leaving $2.50 clear profit to the agent [illegible] the amount, [illegible] postage and cost of remitting

edy for asthma, rheumatism, snake bites, corns and bunions, chicken cholera, hog cholera, lockjaw, spavin and heaves. Fine, $50.—[*Notice of Judgment No. 6002; issued June 17, 1918.*] This preparation was investigated by the Propaganda Department and analyzed by the A. M. A. chemical laboratory in 1911, and exposed in THE JOURNAL, July 29, 1911.

Formamint.—This so-called "germ-killing throat tablets," had been widely advertised in Europe for several years before it was put on the American market. When first brought to this country it was advertised by that cheapest of all methods of introducing "patent medicines"—in medical journals of a certain type. Some of the claims that have been made for this product on both sides of the Atlantic are:

"Formamint shields humanity against infectious disease."

"Cures and prevents sore throat."

"The dangers of infection from diseases like diphtheria, scarlet fever, measles, tonsillitis, sore throat, mumps, etc., have now been reduced to an absolute minimum. This is due to the discovery of Wulfing's Formamint—the 'germ-killing throat tablet.'"

"Cleanses the mouth and throat from disease germs as easily and rapidly as dirt is removed from the skin."

"Formamint will certainly prevent diphtheria."

"Quickly render the whole mouth and throat thoroughly antiseptic."

"Formamint destroys these [diphtheria] germs so rapidly that when a physician mixed a little Formamint with water and added it to the germs taken from the throat of a patient dangerously ill with diphtheria they were all killed within ten minutes."

"Formamint tablets are absolutely harmless and innocuous, even to little children."
"When dissolved in the saliva, Formamint Tablets liberate slowly Nascent Formaldehyde in a most active yet nonirritant form."

It is claimed by the manufacturers that Formamint is a new definite chemical compound consisting of formaldehyd and milk sugar. A careful investigation was made of this preparation by the Council on Pharmacy and Chemistry of the American Medical Association. The results of this investigation may be summed up as follows:

1. The claims made for Formamint are extravagant and misleading.

2. The recommendations for the use of these tablets may be, in some cases, fraught with danger and are a menace, not only to the health of the individual, but also to the safety of the community.

3. The claim that Formamint is a definite chemical compound is false.

4. The use of Formamint may produce marked irritation of the intestinal tract.

5. Formamint is not a throat disinfectant as the manufacturers maintain, but its action on the bacteria of the throat is an almost negligible one and dependence on Formamint for the prevention of infection and for curing disease is not only unwise but dangerous.

Fritch's Vegetable Liniment.—Shipped by John A. Fritch, St. Louis. Analysis showed it to be essentially an alcoholic solution of chloroform, turpentine, camphor, capsicum, oil of cloves, methyl salicylate, and free ammonia. Falsely and fraudulently advertised. Fine, $20 and costs.—[*Notice of Judgment No. 5171; issued Feb. 21, 1918.*]

Fruitatives.—According to a booklet sent out by the concern that exploits it, "Fruitatives" consists of

"Fruit Liver Extract	7/8 of a grain
"Special Extract of Nux Vomica Fruit.....	1/20 of a grain
"Howard's Hydrochlorate of Quinine.....	1/8 of a grain
"Extract of Quassa	Q.S."

This alleged formula is, of course, a joke and would be so regarded by any druggist or physician. "Fruit Liver Extract" is the mystery element—an element that all falsely and misleadingly advertised "patent medicines" require for the purpose of successfully humbugging the public. "Special Extract of Nux Vomica Fruit" is probably nothing more mysterious than Extract of Nux Vomica, a drug long used in medicine and the one from which the deadly poisons strychnin and brucin are obtained. The medical properties of nux vomica are those of strychnin and brucin. "Hydrochlorate of Quinine" is one of the numerous salts of quinin and has the well-known action of quinin. "Extract of Quassa" is probably a misprint for Extract of Quassia, a simple "bitter." The methods by which "Fruitatives" are exploited are typical of the quack-medicine school. Advertisements claiming by inference that "Fruitatives" will cure "paralysis," "consumption," "rheumatism," etc., have appeared in various American and Canadian newspapers. It is probable that "Fruitatives" possesses no virtues that are not to be found in the common A. B. S. (aloin, belladonna and strychnin) laxative pill.—(*Modified from The Journal A. M. A., Aug. 18. 1917.*)

MISBRANDED.—In June, September and October, 1918, some 266 large packages and 388 small packages of "Fruitatives" were shipped from Fruitatives, Ltd., Ogdensburg, N. Y., into the state of Maine. The federal authorities declared the product misbranded, first, because the claims and pictorial devices

on the label were false and misleading in that they conveyed the impression that the laxative properties of the product were due to the fruit or fruit extracts, "when in fact they were not"; second, that the nostrum was labeled as "antiseptic" which it was not; third, the "patent medicine" bore the inscription "harmless" which "was false and misleading in that it was not harmless but contained an active poison, nux vomica (strychnin)." The stuff was further declared misbranded because of the false and fraudulent claims of curative effect, such as:

"Strengthens the stomach and liver."
"Stimulates the kidneys."
"Tends to purify the blood; tones up the nervous system."
"Relieves . . . Recurring Headaches, Dizziness, Backache."

THE LAXATIVE AND HEALING PROPERTIES OF FRESH RIPE FRUIT, EXTRACTED BY A SPECIAL PROCESS, ENHANCED BY SPECIAL TONICS AND CONDENSED INTO TABLET OR PILL FORM.
AS PLEASANT TO TAKE AS SUGARED FRUITS HARMLESS WHEN TAKEN AS DIRECTED WHILE CONTINUED FOR YEARS THEY WILL NOT INJURE.
BY THEIR FRUITS YE SHALL KNOW THEM
PRICE 50¢
FRUIT-A-TIVES LIMITED
STRENGTHENS THE STOMACH AND LIVER EFFICIENT IN BILIOUSNESS RELIEVES THE MOST OBSTINATE CONSTIPATION STIMULATES THE KIDNEYS AIDS IN CLEARING THE COMPLEXION TENDS TO PURIFY THE BLOOD TONES UP THE NERVOUS SYSTEM AND REFRESHENS THE WHOLE SYSTEM

The government's cases came on for hearing in December, 1918, and February, 1919. The products were condemned and the court ordered that they should be destroyed by the United States marshal.—[*Notices of Judgment No. 6459 and 6477; issued Oct. 18, 1919.*]

Gem Balsam.—This nostrum was sold as a remedy for a variety of ailments, including asthma, croup, diphtheria, whooping cough, catarrh, rheumatism, piles, etc. A consignment shipped in March, 1913, by Lavinia A. Marsh, trading as E. Morgan & Sons, Providence, R. I., was analyzed by the Bureau of Chemistry. It consisted of 85 per cent. of cottonseed oil and 15 per cent. of oil of turpentine. The claims were declared false and fraudulent and on Jan. 28, 1916, following a plea of *nolo contendere* the court imposed a fine of $20.—[*Notice of Judgment No. 4393; issued Sept. 12, 1916.*]

Gilbert's Gravel Root Compound.—Shipped by Thomas H. Gilbert Drug. Co., Huntsville, Ala. Analysis showed over 14 per cent. alcohol with lithium, benzoic acid, and emodin, and indications of cascara, licorice and juniper. Falsely and fraudulently advertised. Fine, $10.—[*Notice of Judgment No. 5025; issued Jan. 28, 1918.*]

Gowan's Preparation.—Shipped by the Gowan Medical Co., Chicago. Analysis showed that the product consisted, essentially, of a wool-fat vehicle containing about 12 per cent. camphor, 0.7 per cent. quinin sulphate and about 20 per cent. of water. Falsely and fraudulently advertised. Fine $25 and costs.—[*Notice of Judgment No. 5084; issued Jan. 29, 1918.*]

Garfield Tea.—Shipped by the Garfield Tea Co., Brooklyn. Analysis showed the preparation to consist essentially of senna leaf and triticum (couch-grass),

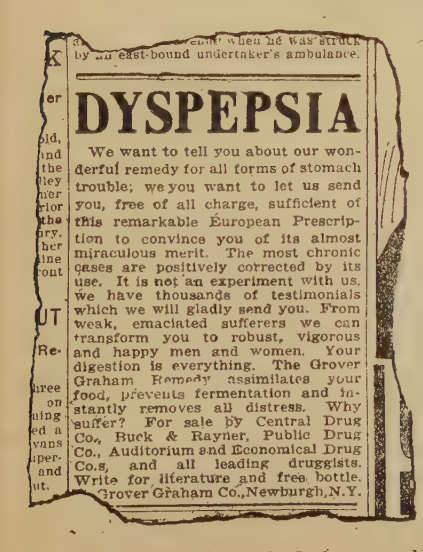
a small amount of valva (mallow) flowers and fruits, and mint stems; also traces of unidentified plant tissue, and a small amount of a substance resembling manna. Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5670; issued May 3, 1918.*]

Greenhalgh Diphtheria Remedy.—Shipped by the Greenhalgh Remedy Co., Salt Lake City, Utah. Analysis showed it to be essentially a mixture of sulphur, borax, a trace of starch, plant tissue carrying berberin, iron, aluminum and potassium, as sulphates and nitrates, with charcoal and traces of manganese dioxid indicated. Falsely and fraudulently advertised. Fine, $100.—[*Notice of Judgment No. 5546; issued April 10, 1918.*]

"Gonorrhea and Gleet 3 Day Cure"; "Old Indian Fever Tonic"; "Pain-I-Cure"; and "Walker's Dead Shot Colic Cure."—Shipped by the Walker Co., Atlanta, Ga. The "Gonorrhea and Gleet 3 Day Cure," when analyzed, appeared to be a solution of zinc sulphate and sulphocarbolate, boric acid, opium and hydrastin. The "Old Indian Fever Tonic" appeared to be a solution of Epsom salt and quinin sulphate, acidified with aromatic sulphuric acid, and colored red with coal tar dye. "Pain-I-Cure" contained over 74 per cent. of alcohol with morphin, red pepper, camphor, and oils of sassafras and cloves. "Walker's Dead Shot Colic Cure" contained over 77 per cent. of alcohol with essential oil, asafetida, guaiac, morphin, camphor, and red pepper. All four products falsely and fraudulently advertised. Fine, $50 and costs.—[*Notice of Judgment No. 5781; issued June 29, 1918.*]

Giles' Germicide.—Shipped by the Giles Remedy Co., Chicago. Analysis showed the preparation to be an oily mixture containing chiefly linseed oil, ether and camphor. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5639; issued April 29, 1918.*]

Graham Dyspepsia and Heartburn Remedy.—This product was put on the market by the S. Grover Graham Company, Newburgh, N. Y. Government chemists who analyzed this preparation reported that it contained, among other things, sodium bromid, sodium bicarbonate, magnesium carbonate, sugar, chloroform, alcohol and small quantities of morphin. The following outrageous claims were made for the preparation:


by an east-bound undertaker's ambulance.
DYSPEPSIA
We want to tell you about our wonderful remedy for all forms of stomach trouble; we you want to let us send you, free of all charge, sufficient of this remarkable European Prescription to convince you of its almost miraculous merit. The most chronic cases are positively corrected by its use. It is not an experiment with us, we have thousands of testimonials which we will gladly send you. From weak, emaciated sufferers we can transform you to robust, vigorous and happy men and women. Your digestion is everything. The Grover Graham Remedy assimilates your food, prevents fermentation and instantly removes all distress. Why suffer? For sale by Central Drug Co., Buck & Rayner, Public Drug Co., Auditorium and Economical Drug Co.s, and all leading druggists. Write for literature and free bottle.
Grover Graham Co., Newburgh, N.Y.

"Remedy for . . . Gastritis . . . Ulceration or Threatened Cancer of the Stomach, and all disorders arising from an impaired digestive system. . . . This valuable preparation is offered to the public for the correction and immediate relief of the above diseases."

"The Great Food Digester.'

The government, in its suit against the concern, charged that these and similar claims were false and fraudulent and were made knowingly and in reckless and wanton disregard of their truth or falsity. The company was fined $25.—[*Notice of Judgment No. 4119; issued April 19, 1916.*]

"Grains of Health."—Since the beginning of the nineteenth century, according to the descriptive leaflet, these Véritable Grains de Santé du Docteur Frank or "Grains of Health" have been preventing "typhoid congestions," and various other woes which arise from impaired intestinal functions. Their value is defined as "stomachic and laxative, depurgative, purgative and antiseptic." The "grains" were examined by the chemists of the Connecticut Agricultural Experiment Station, 1912, who reported that the pills appeared to be essentially aloes and cost at the rate of $33.19 a pound.—*(From The Journal A. M. A., Aug. 23, 1913.)*

Green Drops.—"Knorr's Genuine Hien Fong Essence or Green Drops" was manufactured by Herman and Emil Knorr of Detroit, doing business under the name of Knorr Medical Company. The government chemists reported that analysis of the product showed it to contain:

Alcohol (by volume)	69.72 per cent.
Ether (by volume)	0.35 per cent.
Nonvolatile matter per 100 c.c.	0.28 grams

Flavored with oil of spearmint.

Some of the claims made for this preparation were:

"An excellent Remedy for diseases of the Stomach, and Bowels, Colic, Cholera Morbus, Summer Complaint, Neuralgia, Catarrh, Colds, Tonsilitis, Sore Throat, Croup and Diphtheria."

"Dullness of ears, and even deafness, has been relieved and benefited by wearing a little wadding moistened with the Essence in the ear."

These and similar claims the government declared to be false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. Herman and Emil Knorr were fined $50.—[*Notice of Judgment No. 4116; issued April 19, 1916.*]

Green Mountain Oil or Magic Pain Destroyer.—The Charles N. Crittenton Company, New York, shipped in interstate commerce a quantity of "Green Mountain Oil or Magic Pain Destroyer." According to the claims made on the trade package, this stuff was said to be:

"A Remedy for Diphtheria, Croup, Deafness and Sore Eyes, Rheumatic Pains, Stiff Joints, Pains in the Back, Side or Breast, Dyspepsia, Asthma, Piles, Burns, Sore Throat, Sprains, Wounds and Bruises, Neuralgia, Croup, Toothache and Headache, Earache and Stiff Neck, Felons, Salt Rheum, Broken Breast, Erysipelas, Chilblains and Frosted Feet. This Oil will relieve all Nervous Complaints."

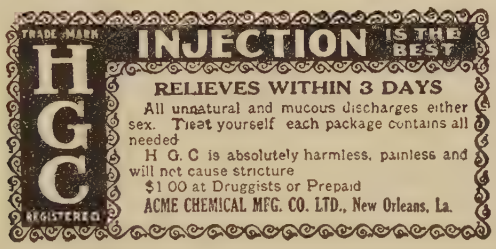
The federal chemists who analyzed the preparation reported that it consisted essentially of 95 per cent. linseed oil, with oil of sassafras, oil of thuja and oil of turpentine with possibly small amounts of camphor. The Crittenton Company, which was charged with making "false and fraudulent" claims for the preparation "in reckless and wanton disregard of their truth or falsity," was fined $100.—[*Notice of Judgment No. 3797; issued July 13, 1915.*]

Gregory's Antiseptic Oil.—"Gregory's Antiseptic Oil" was a nostrum shipped by the C. J. Lincoln Co., Little Rock, Ark., in August, 1917. The Bureau of Chemistry reported that analysis showed the preparation to consist approximately of 89 per cent. kerosene oil with small amounts of oil of cloves, cassia and sassafras, and a trace of camphor and pepper resins. The preparation was falsely and fraudulently represented as a cure for rheumatism, hog cholera, pneumonia, big-jaw, lung troubles, sweeny, asthma, bighead, coughs, blind staggers, pleurisy, blackleg, backache. sore throat, kidney troubles, consumption

and one or two other things. The C. J. Lincoln Co. pleaded guilty in April, 1919, and was fined $50.—[*Notice of Judgment No. 6670; issued March 29, 1920.*]

Dr. Gun's Pain Expeller.—This product, which is said to be prepared by C. W. Beggs Manufacturing Co., Chicago, was declared misbranded by the Colorado State Board of Health in 1909. One of the reasons for this action on the part of the Colorado officials was that the stuff was labeled "free from any dangerous ingredients," when, as a matter of fact, it contained opium. The product was again examined by the chemists of the North Dakota Agricultural Experiment Station, who reported in 1911 that two bottles of the preparation, bought in different parts of the state, showed variation in the proportions of the ingredients. The product was found to contain alcohol varying in amount between 50 and 60 per cent. and to have from 1⅛ to 1¾ grains of opium to the ounce, while the presence of camphor and capsicum was determined.—*(From The Journal A. M. A., Aug. 23, 1913.)*

H. G. C.—This preparation was manufactured and sold by Acme Chemical Manufacturing Co., New Orleans, La. According to the government chemists, the product was a watery solution of borax and berberin sulphate. It was sold


TRADE-MARK
H
G
C
REGISTERED
INJECTION IS THE BEST
RELIEVES WITHIN 3 DAYS
All unnatural and mucous discharges either sex. Treat yourself each package contains all needed
H G. C is absolutely harmless, painless and will not cause stricture
$1 00 at Druggists or Prepaid
ACME CHEMICAL MFG. CO. LTD., New Orleans, La.

under the claim that it was a cure for gonorrhea, gleet and leucorrhea, a claim that was declared false and fraudulent. The company was fined $100 and costs.—[*Notice of Judgment No. 4397; issued Sept. 12, 1916.*]

Homenta.—Shipped by the New York Drug Concern (Laurence E. Cash), New York City. Analysis showed the product to be a dark-colored liquid with a small amount of oil floating on the top or emulsified, and consisting essentially of menthol, thymol, ammonia, sugar (over 61 per cent.), water and alcohol (4.6 per cent.). Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5702; issued May 9, 1918.*]

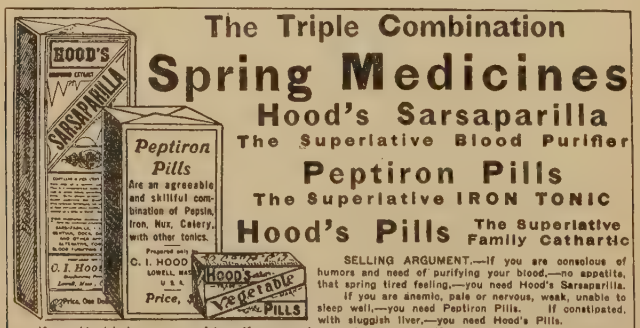
Humphreys' Pile Ointment Witch Hazel Oil (Compound).—Shipped by Humphreys' Homeopathic Medicine Co., New York City. Analysis showed the preparation to be essentially a camphor ointment on a lard base. Falsely and fraudulently advertised. Fine, $25.—[*Notice of Judgment No. 5635; issued April 29, 1918.*]

Hinkley's Bone Liniment.—Shipped by the Hinkley Bone Liniment Co., Saginaw, Mich. Analysis showed the sample to be a water-alcohol solution of volatile camphoraceous oil, with indications of red pepper. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5945; issued May 23, 1918.*]

Hamlin's Wizard Oil.—Hamlin's Wizard Oil Co., Chicago, Ill., was made the defendant in this case. Government chemists reported the nostrum to contain: Alcohol, 55 per cent.; essential oils, probably camphor oil, 40 per cent.; with ammonia and other unidentified alkaloid matter present. The claims made for the stuff that it would check the growth and permanently cure cancer and prevent hydrophobia and pneumonia were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $200 and costs.—[*Notice of Judgment No. 4364; issued Sept. 12, 1916.*]

Hancock Sulphur Compound.—The Hancock Liquid Sulphur Co. of Baltimore was charged with misbranding its products. "Hancock Sulphur Compound," and "Hancock Sulphur Compound Ointment." Federal chemists reported that the former was a solution of calcium polysulphids and calcium thiosulphate, while the latter was an ointment containing petrolatum, with 0.91 per cent. of sulphur, 0.38 per cent. ash (mainly lime), and carbolic acid (phenol). The liquid preparation was sold as a remedy for eczema, catarrh, sore throat, granulated eyelids, rheumatism, piles, blood diseases, etc., while the ointment was represented to be a remedy for eczema, skin diseases, all eruptions of the skin, scalp diseases, etc. The claims for both were declared false and fraudulent, and the company was fined $25 and costs.—[*Notice of Judgment No. 4994; issued Jan. 30, 1918.*]

Himalya.—Though advertised as "Nature's Great Specific for the Cure of Asthma," the chemists of the North Dakota Agricultural Experiment Station reported "Himalya, the Kola Compound" to be "a weak hydro-alcoholic solution of potassium iodid, flavored with peppermint and licorice and colored with caramel." While the name would indicate that the active ingredient of the stuff was kola, the chemists stated that "little, if any, kola enters into the preparation." The preparation contains more than 9 per cent. alcohol, yet the exploiters recommend it to be taken with whisky! The stuff was sold for $2 a bottle; "it could be prepared," according to the North Dakota chemists, "by the average pharmacist for, say, about a dime."—*(From The Journal A. M. A., Aug. 23, 1913.)*


The Triple Combination
Spring Medicines
Hood's Sarsaparilla
The Superlative Blood Purifier
Peptiron Pills
The Superlative IRON TONIC
Hood's Pills
The Superlative Family Cathartic
HOOD'S
SARSAPARILLA
Peptiron Pills
Are an agreeable and skillful combination of Pepsin, Iron, Nux, Celery, with other tonics.
C. I. HOOD
LOWELL, MASS.
U. S. A.
Price,
HOOD'S
Vegetable
PILLS
SELLING ARGUMENT.—If you are conscious of humors and need of purifying your blood,—no appetite, that spring tired feeling,—you need Hood's Sarsaparilla.
If you are anemic, pale or nervous, weak, unable to sleep well,—you need Peptiron Pills. If constipated, with sluggish liver,—you need Hood's Pills.
If your blood is impure or scrofulous, if you are also anemic or nervous, if you are constipated besides, and have headaches—thousands of people have all these ailments,—you need ALL THREE MEDICINES.
A wonderful combination for health. Makes PURE Blood, gives STRENGTH of Iron.
JOBBING PRICES, $2, $4, $8. DISCOUNT 5% ON $25 LOT ASSORTED.

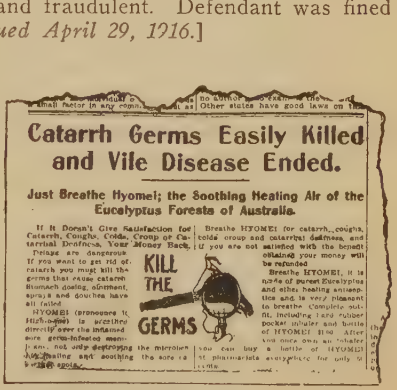
Hood's Sarsaparilla.—The C. I. Hood Co. of Lowell, Mass., was charged with misbranding "Hood's Compound Extract of Sarsaparilla." The federal chemists reported that the product was a mixture of alcohol (16½ per cent.)

and water, containing about 0.90 per cent. of potassium iodid, 5.5 per cent. of sugars, 6.5 per cent. of vegetable extractives, which bore indications of the presence of sarsaparilla, licorice and a laxative drug resembling senna. The preparation was sold under the claim that it was a remedy for "scrofula," eczema, "cancerous humors," "catarrh," rheumatism, "female weakness," consumption, dropsy, varicose veins, and various other conditions. These claims were declared false and fraudulent, and the company was fined $50.—[*Notice of Judgment No. 4990; issued Jan. 30, 1918.*]

Hayssen's Goitre Cure.—Minnie D. Hayssen, trading as H. H. Hayssen Co., Chunchula, Ala., exploited two nostrums, a "Sure Goitre Cure Balsam" and a "Sure Goitre Cure Ointment." The products were declared misbranded by the federal authorities. Analysis showed that the "Balsam" was a solution of potassium iodid and sugar in alcohol and water with about 12 per cent. alcohol, 5.41 per cent. potassium iodid and nearly 50 per cent. sugar. It was sold as a permanent and sure cure of all obstinate cases of goitre. These claims the government declared were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The "Ointment" was found to be composed chiefly of petrolatum ("vaseline") and potassium iodid containing about 10.7 per cent. of the potassium salt. Practically the same claims were made for the "Ointment" as for the "Balsam" and in each case the purchaser was recommended to use both the preparations at the same time. Minnie D. Hayssen was fined $25.—[*Notice of Judgment No. 4551; issued March 15, 1917.*]

Hot X-Ray Porous Plaster.—The defendant in this case was T. A. Slocum Co., New York. The preparation was reported by the government chemists to be essentially a capsicum (cayenne pepper) plaster. It was sold as a cure for rheumatism, "kidney trouble," pneumonia, angina pectoris, locomotor ataxia, etc., and the claims were declared false and fraudulent. Defendant was fined $75.—[*Notice of Judgment No. 4188; issued April 29, 1916.*]

Hyomei.—Hyomei is "guaranteed to cure catarrh, coughs, asthma, colds, croup and sore throat." It is also said to cure "all breathing troubles including early consumption." Hyomei is an oily liquid, a few drops of which are applied to a piece of gauze and the gauze placed in a hard rubber "inhaler" which is sold with the nostrum. To "cure" diseases of the nasal cavity one end of the inhaler is applied to the nostril; to "cure" diseases of the throat and lungs the other end of the inhaler is placed in the mouth. The Chemists of the British Medical Association analyzed this product and reported that it had essentially the following composition:


Catarrh Germs Easily Killed and Vile Disease Ended.

Just Breathe Hyomei; the Soothing Healing Air of the Eucalyptus Forests of Australia.

If It Doesn't Give Satisfaction for Catarrh, Coughs, Colds, Croup or Catarrhal Deafness, Your Money Back.

Delays are dangerous. If you want to get rid of catarrh you must kill the germs that cause catarrh. Stomach coating ointment, sprays and douches have all failed.

HYOMEI (pronounce it High-o-mee) is breathed directly over the inflamed sore germ-infected membranes, not only destroying the microbes but healing and soothing the sore parts.

Breathe HYOMEI for catarrh, coughs, colds, croup and catarrhal deafness, and if you are not satisfied with the benefit obtained your money will be refunded.

Breathe HYOMEI, it is made of purest Eucalyptus and other healing antiseptics and is very pleasant to breathe. Complete outfit, including hard rubber pocket inhaler and bottle of HYOMEI $1.00. After you once own an inhaler you can buy a bottle of HYOMEI at druggists everywhere for only 50 cents.

KILL THE GERMS

Photographic reproduction (reduced) of one of the stock advertisements of Hyomei.

Oil of eucalyptus	80 per cent.
Alcohol	10 per cent.
Liquid paraffin	10 per cent.

There was also a trace, apparently, of creosote in the mixture. Of course, this mixture never cured anything, unless it was impecuniosity in its exploiter. —*(From The Journal A. M. A., June 8, 1912.)*

MISBRANDED.—Government chemists reported that "Booth's Hyomei Dri-Ayr" consisted essentially of oil of eucalyptus, together with a small amount of resin-like solids and a mineral oil; also a little alcohol. It was sold under the false and fraudulent claim that it was a remedy for catarrh, asthma, bronchitis, hay-fever, and catarrhal deafness, "when in truth and in fact, it was not." The company was fined $10.—[*Notice of Judgment No. 4991; issued Jan. 30, 1918.*]

Hesperian Tonic and Temple of Health.—These two nostrums were put out by one Henry Gracey, trading as the Temple of Health Medicine Co., San Francisco. A consignment of these products was seized in interstate shipment and submitted to federal analysis. "Hesperian Tonic,"[1] whose label admitted the presence of 34 per cent. alcohol, was exploited for a wide variety of disorders, including even such serious diseases as typhoid fever, pneumonia, diphtheria and scarlet fever. The analysis showed the stuff to be a water-alcohol solution of ferric chlorid, a trace of ethyl nitrite, and decomposition products of ethyl nitrite.

The "Temple of Health" was labeled: "Nature's Remedy. Alcohol 15 per cent. Dr. J. W. Roberts' Successful Formula for Constipation...Appendicitis, Heart Disease, Rheumatism...Bright's Disease, Dropsy, Diabetes, Catarrh, Tuberculosis, Consumption, Epilepsy...Female Complaints and Chronic Diseases." On analysis the stuff was found to be a water-alcohol solution of vegetable extractive (licorice), an emodin-bearing drug, reducing sugars, salicylic acid (trace), inorganic salts (plant ash) and essential oil.

Inasmuch as the claims made for these two products were found to be wantonly false and fraudulent, the court declared both to be misbranded and, on Nov. 9, 1915, imposed a fine of $100 upon the defendant.—[*Notice of Judgment No. 4379; issued Sept. 12, 1916.*]

Houchens' "Family Physician."—The Houchens Medicine Company of Baltimore, Md., shipped in interstate commerce a product called the "Family Physician." Some of the claims made for this preparation were:

"It will positively relieve malaria, scarlet fever, typhoid, bilious and intermittent fevers, coughs, colds, cold on the liver and kidneys, diphtheria and sore throat."

"Also a wonderful and positive remedy for dyspepsia, keeps measles out nicely, regulates the bowels without trouble, and by purifying the blood prevents your liability to disease."

A sample of the product was examined by the Bureau of Chemistry which reported that it was a syrup containing 19.2 per cent. nonvolatile matter, 8.9 per cent. alcohol, anise and a vegetable cathartic drug. The federal officials declared the stuff misbranded in that the claims made were false and fraudulent and "were applied to said article knowingly and in reckless and wanton disregard of their truth or falsity." The Houchens Medicine Company was fined $75.—[*Notice of Judgment No. 3688; issued June 15, 1915.*]

Hutchinson's (Dr. F. S.) Anti-apoplectine.—The Dr. B. J. Kendall Co. of Enosburg Falls, Vt., shipped in February, 1913, from its branch office in Philadelphia, a quantity of this nostrum. The package bore such claims as "The apoplexy and paralysis remedy . . . relieves rheumatism, heart disease, chronic bronchitis, torpid liver, kidney and bladder troubles, dyspepsia, etc., etc." The Bureau of Chemistry analyzed a specimen and found it to contain over 14 per cent. of alcohol, with smaller amounts of ammonium chlorid, unidentified alkaloids, and a resin, probably podophyllin. The claims made for

1. This product was dealt with at some length in "Nostrums and Quackery" (1912).

the nostrum were declared false and fraudulent. The court, on Oct. 4, 1915, after a plea of *nolo contendere* had been entered, imposed a fine of $50.—[*Notice of Judgment No. 4091; issued Feb. 25, 1916.*]

Ingham's Vegetable Expectorant Nervine Pain Extractor.—H. A. Ingham & Co. of Vergennes, Vt., shipped a quantity of this nostrum in interstate commerce. The Bureau of Chemistry analyzed a specimen of this nostrum and reported that it contained "alcohol, 86 per cent., opium alkaloids, camphor, capsicum and vegetable extractive matter." Some of the claims made for this morphin mixture were:

"For teething and restless children, it is not only safe and harmless, but positively beneficial. . . . If sick it will do good; if well it will do no harm."
"It is . . . perfectly harmless . . ."

It is charged that these statements were "false and fraudulent" and were made "knowingly and in reckless and wanton disregard of their truth or falsity." The concern was fined $100.—[*Notice of Judgment No. 3734; issued July 13, 1915.*]

Imperial Remedy.—Shipped by the Imperial Medicine Co., Houston, Texas. Analysis showed the product to consist essentially of a water-alcohol solution of glycerin, chloral hydrate, carbolic acid, benzoic and salicylic acids. Falsely and fraudulently advertised. Fine, $100.—[*Notice of Judgment No. 5893; issued May 14, 1918.*]

Indian Wyanoke.—Albert M. Follett, who did business as Park & Russell Co., Concord, N. H., shipped a quantity of Indian Wyanoke in May, 1917, which was misbranded. Analysis by the Bureau of Chemistry showed the product to consist essentially of chloroform, ammonia, menthol, glycerin, turpentine-like oils, alcohol and water. The stuff was falsely and fraudulently represented as a remedy for diphtheria, consumption, pleurisy, pneumonia, deafness, sore eyes, rheumatism, "creeping paralysis," felons, peritonitis, appendicitis, baldness, dandruff and many other things. In April, 1919, Follett pleaded guilty and was fined $25 and costs.—[*Notice of Judgment No. 6664; issued March 29, 1920.*]

Jacobs' Liver Salt.—This preparation was sold by the Jacobs' Pharmacy Co. of Atlanta, Ga., and, according to government reports, consisted largely of sodium phosphate, sodium sulphate, and common salt, incorporated with a dried mixture of washing soda, and citric acid. It was falsely and fraudulently claimed to be a remedy for headache, rheumatism, gout, gastritis, and sore throat. It was further misbranded, in that it was claimed to contain lithium phosphate in appreciable quantities, when, as a matter of fact, there was little, if any, lithium phosphate present. The company was fined $25 and costs.—[*Notice of Judgment No. 4992; issued Jan. 30, 1918.*]

Jaquequina.—The Sidney Ross Co., a New York corporation, shipped quantities of this product in January and April, 1911, respectively. The stuff was labeled as a "cure" for headache, neuralgia, rheumatism, painful menstruation, sciatica, etc. When examined by the Bureau of Chemistry it was found to contain over 52 per cent. of acetanilid and approximately 12 per cent. of caffein. As the acetanilid content was not declared on the label, as required by law, the court, on May 12, 1913, found the nostrum misbranded and imposed a fine of $50 in each case.—[*Notices of Judgment Nos. 2721 and 2722; issued March 5, 1914.*]

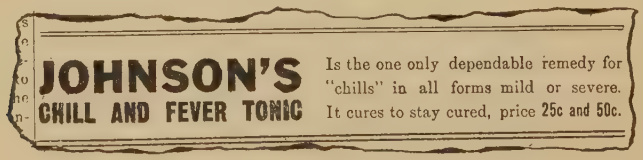
Johnson's Iodized Extract of Sarsaparilla.—The Michigan Drug Company, Detroit, sold a preparation called "Johnson's Iodized Extract of Sarsaparilla." The chemists who analyzed it reported that it was: "A simple vegetable preparation with only an appreciable amount of potassium iodid; alcohol and water used as a solvent." Misbranding was alleged because of the following statements regarding the therapeutic or curative effects of the preparation:

". . . a remedy for the following diseases: Scrofula, . . . Erysipelas . . . Asthma. . . ."
". . . an excellent remedy for Rheumatism, Scrofula . . . and all Skin Diseases."
"A positive and permanent cure for Rheumatism."
". . . is an infallible cure for neuralgia, nervous exhaustion, nervous prostration. . . . . ."
". . . a radical and permanent cure for asthma . . ."
"Painful and Suppressed Menses, . . . Leucorrhoea, Whites, Sterility, Ulceration of the Uterus, . . . all find relief, help, benefit and cure in Johnston's Sarsaparilla."

These claims the government declared to be false and fraudulent and applied knowingly and in wanton and reckless disregard of their truth or falsity. The company was fined $50.—[*Notice of Judgment No. 4120; issued April 19, 1916.*]

Johnson's Chill and Fever Tonic.—"Johnson's Chill and Fever Tonic" was put on the market by a company of that name in Savannah, Ga. Some of the claims made for it were:

"A Guaranteed Remedy for the following diseases: . . . Dengue Fever, . . . Typhoid Fever, . . . Measles, . . . La Grippe"
"We Believe this is The World's Greatest Fever Medicine."


JOHNSON'S
CHILL AND FEVER TONIC
Is the one only dependable remedy for "chills" in all forms mild or severe. It cures to stay cured, price 25c and 50c.

The claim was also made, by implication, that the nostrum was a "cure" for typhoid fever. When analyzed by the federal chemists it was reported to be a watery solution of Epsom salts and cinchonin hydrochlorid. The therapeutic claims were declared false and fraudulent and applied to the article knowingly and in wanton and reckless disregard of their truth or falsity. The company was fined $25 and costs.—[*Notice of Judgment No. 4150; issued April 19, 1916.*]

"Kalamazoo Celery and Sarsaparilla Compound" and "Quality Damiana Compound."—These two nostrums were shipped in February, 1913, by the Quality Drug Stores Co. of Kalamazoo, Mich. Analysis of the former product by the Bureau of Chemistry showed it to be a watery solution of glycerin, vegetable matters (apparently gentian, wild cherry, and cascara sagrada), and sodium salicylate, with a trace of alcohol. Misbranding was charged because of the curative claims made on the label, such as "Cures . . . fever and ague . . . and all forms of nervousness, headache and neuralgia. Also positive cure for female complaints . . ." It was misbranded also in that while the label declared it contained iodid of potassium, it did not contain this drug.

The "Quality Damiana Compound," when analyzed, was found to be a water-alcohol solution of glucose and vegetable matter resembling damiana, horehound and boneset. It was declared to be misbranded because the alcohol content was misstated and because the claim on the label that the stuff was "an infallible remedy for . . . all forms of debility of the reproductive organs" was false and fraudulent. As both products were thus misbranded, the court, on January 5, 1915, imposed a fine of $50 on each count, or a total of $100.—[*Notice of Judgment No. 3961; issued Oct. 21, 1915.*]

Dr. D. Kennedy's Favorite Remedy.—The Dr. David Kennedy Co. of Rondout. N. Y., shipped this product. It was found by the federal chemists to contain 18 per cent. alcohol, nearly 50 per cent. of sugar, over 4 per cent. of potassium acetate with methyl salicylate, aloes, licorice and oil of sassafras present. False and fraudulent claims were made for this stuff to the effect that it would correct the worst cases of constipation, that it was a valuable remedy for the diseases and weaknesses peculiar to females, that it was a remedy for skin diseases, rheumatism, ulceration of the kidneys and bladder, diabetes, syphilis, malaria, milk leg and various other conditions. The company pleaded guilty and was fined $50.—[*Notice of Judgment No. 4673; issued May 4, 1917.*]

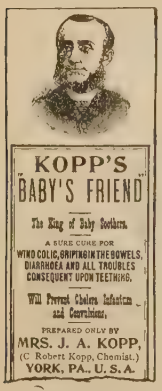
"Kellett's Oil of Eden No. 1" and "Kellett's Sweet Spirits of Eden."—John L. Kellett, trading as California's Cooperative Medicine Co., Salt Lake City, shipped a quantity of these nostrums in April, 1914. According to the labels, the "Oil of Eden" contained, to the fluid ounce, 50 per cent. of alcohol, opium 54½ grains and morphin sulphate 2½ grains. The package bore the statement ". . . dissolves and removes ulcerated tumors, enlarged glands, and all other eruptions." Analysis by the Bureau of Chemistry showed it "to consist of two layers, the upper layer oily, carrying a vesicating agent and a bland saponifiable fixed oil; the lower layer hydroalcoholic, carrying opium alkaloids and extractives." Misbranding of the product was charged as the curative claims were false and fraudulent.

The "Sweet Spirits of Eden," according to the label, contained 25 per cent. of alcohol, and among the claims made for it were: "Strengthens the mental power of the nerves that govern the whole system, regulating the liver, kidneys . . . purifies the blood, curing chronic constipation . . . weak and deranged nerves and nervous prostration, and will restore lost vitality . . ." Analysis by the Bureau of Chemistry showed it to contain 50.48 per cent. of alcohol by volume, as well as amounts of glycerin, quinin, reducing sugars, and a trace of resins. Misbranding of the product was charged in that the alcohol content was wrongly declared and that false and fraudulent curative claims had been knowingly made for it. The charge of misbranding of both products was sustained at the November, 1915, term of the federal court of the district of Utah, and the court, on February 12, 1916, imposed a total fine of $600.—[*Notice of Judgment No. 4846; issued Sept. 18, 1917.*]

Kenealy's Bromalgine.—William P. Kenealy of Washington, D. C., put out this nostrum, which was labeled "A Brain Soother. Alcohol 25%. Headache, Neuralgia, Nervousness, and Brain Fatigue . . . Positively contains no Opium, Morphine, Cocaine, Chloral, or other injurious drugs." As the stuff did contain an injurious drug, namely, antipyrin, it was declared to be misbranded, and the court, on Nov. 11, 1914, imposed a fine of $10.—[*Notice of Judgment No. 3850; issued Aug. 5, 1915.*]

Kermott's Ext. Blackberry.—The Michigan Drug Co., Detroit, successors to Dr. J. W. Kermott, shipped a quantity of this product in March, 1913. An analysis by the Bureau of Chemistry revealed over 23 per cent. of alcohol, with

amounts of red pepper, tannin (probably from blackberry root) morphin, and coloring matter. It was sold under false and fraudulent claims and on April 29, 1915, the company was fined $50.—[*Notice of Judgment No. 4152; issued April 29, 1916.*]


KOPP'S
BABY'S FRIEND
The King of Baby Soothers.
A SURE CURE FOR
WIND COLIC, GRIPING IN THE BOWELS, DIARRHOEA AND ALL TROUBLES CONSEQUENT UPON TEETHING.
Will Prevent Cholera Infantum and Convulsions.
PREPARED ONLY BY
MRS. J. A. KOPP,
(C. Robert Kopp, Chemist.)
YORK, PA., U. S. A.

Kopp's Baby's Friend.—Over 2,000 bottles of this "baby killer"[1] were seized by the government. The stuff contained 8.5 per cent. alcohol, and ⅛ grain of morphin sulphate to the fluidounce. The claims that it was a safe remedy or cure for wind colic, griping in the bowels, diarrhea, cholera infantum and teething troubles were declared false and fraudulent. The case was not defended. As no one appeared to claim the property, the court entered judgment of condemnation and forfeiture and ordered the United States marshal to destroy this vicious product.—[*Notice of Judgment No. 4213; issued May 19, 1916.*]

Ka-Ton-Ka.—Shipped by the Oregon Indian Medicine Co., Corry, Pa. Analysis showed the preparation to be essentially a mixture of alcohol, sugar, aloes and baking soda. Falsely and fraudulently advertised. Fine, $200 and costs.—[*Notice of Judgment No. 5537; issued April 10, 1918.*]

Kinmonth's Diphtheria and Sore Throat Specific.—Hugh S. Kinmonth, Asbury Park, N. J., shipped a consignment of this nostrum in December, 1912. It was labeled: "For the Relief of Diphtheria, Sore Throat, Quinsy, Enlarged or Inflamed Tonsils, Ulcerated Mouth, Hoarseness and all the various forms of Throat Diseases." A specimen analyzed by the Bureau of Chemistry was found to be essentially a dilute alcoholic solution of iron (ferric) chlorid and chlorate of potash. The curative claims were declared false and fraudulent and the claim to harmlessness, false and misleading. The court, on July 6, 1915, imposed a fine of $25.—[*Notice of Judgment No. 4123; issued April 16, 1916.*]

King's Liver and Kidney Alterative and Blood Cleanser.—Shipped in January, 1916, by Chas. A. Ritchey, Chicago. Analysis showed the product to consist essentially of a solution of Epsom salt, aloes, quassia, caramel and oil of sassafras. Falsely and misleadingly represented as to composition, and fraudulently represented as a remedy for erysipelas, syphilis, female weakness, "cancerous humors," etc. Fine, $200 and costs.—[*Notice of Judgment No. 5985; issued June 14, 1918.*]

King of the World and Family Liniment.—Shipped by Gilbert L. Vrooman, Pierrepont Manor, N. Y. Analysis showed the product to contain over 84 per cent. of alcohol, 6.88 minims of tincture of opium to the ounce, with red pepper and safrol present. Falsely and fraudulently advertised. Fine, $2. —[*Notice of Judgment No. 5592; issued April 15, 1918.*]

Dr. Lemke's Golden Electric Liniment, and St. Johannis Drops.—Shipped by C. H., E. S., C. R. and W. H. Lemke, A. Cromer and C. Cross, who traded as Dr. H. C. Lemke Medicine Co., Chicago. Analysis showed the "Golden Electric Liniment" to contain over 62 per cent. alcohol, with chloroform, free ammonia, camphor and red pepper present, and oil of sassafras and volatile oil of mustard probably present. Analysis showed the "St. Johannis Drops" to contain 43 per

1. See reports of death following use of "Kopp's Baby Friend"; "Nostrums and Quackery" (1912).

cent. alcohol, with morphin, camphor, a laxative drug, red pepper and aromatic oils present. Both products falsely and fraudulently advertised. Fine, $5 and costs.—[*Notice of Judgment No. 5176; issued Feb. 21, 1918.*]

King's Royal Germetuer.—"Dr. King's Royal Germetuer" was put on the market by the Ellis-Lillybeck Drug Company, Memphis, Tenn., under such claims as:

"Germetuer is, as its name indicates, a germ destroyer. . . . It destroys all disease germs with which it comes in contact. . . ."

"Typhoid fungus, smallpox fungus and cholera fungus have been discovered. . . . Germeteur kills these microbes and restores the patient to health."

"It will also permanently cure indigestion. . . ."

"It purifies the blood. . . ."

"For Female Diseases it is all that can be desired—pleasant, safe and unfailing."

"It cannot be surpassed as a cure for diseases of the Kidneys and Bladder. It is a great conqueror of Malaria. Cures promptly Swamp Fever, Chagres Fever, Jaundice and all Malarial Troubles."

Dr. King's Germetuer was analyzed by the federal chemists, who reported that it consisted essentially of 98 per cent. water and 2 per cent. sulphuric acid, the mixture being saturated with hydrogen sulphid. It is not surprising that the federal officials charged that this malodorous mixture was misbranded and that the claims quoted above and other similar ones were "false and fraudulent" and had been made by the Ellis-Lillybeck Drug Company "knowingly and in reckless and wanton disregard of their truth or falsity." The company was fined $25 and costs.—[*Notice of Judgment No. 4113; issued April 19, 1916.*]

Las-I-Go for Superb Manhood.—Shipped by Wm. J. Bailey and Wm. Veeler, trading as the Lakeside Medicine Co., Chicago. Analysis showed this preparation to be a pill that was essentially a slight variation of the ordinary Blaud's pill with strychnin. Falsely and fraudulently advertised. Fine, $200 and costs. —[*Notice of Judgment No. 5932; issued May 23, 1918.*]

Laxative Quinine Tablets.—The Hollander-Koshland Co. of Baltimore shipped a quantity of these tablets in February, 1913. A specimen analyzed by the Bureau of Chemistry was found to contain 1.9 grains of acetanilid per tablet, as well as amounts of quinin, caffein, tannic acid and a vegetable cathartic drug. The claims made on the label, that the stuff would "cure headache" and was "the true specific for La Grippe" were declared by the court to be false and fraudulent and to constitute misbranding. On Feb. 25, 1913, the court imposed a fine of $10.—[*Notice of Judgment No. 3742; issued July 13, 1915.*]

Mountain Rose Tonic Tablets and Herbaline.—Shipped by the Springsteen Medicine Co., Cleveland. Analysis showed the "Tablets" to contain boric acid, tannin (or gallic acid), a zinc compound, unidentified alkaloidal material, vegetable extractive, sugar and acid-insoluble material, apparently talc. "Herbaline" was found to be essentially an ointment with a petrolatum base containing oil of eucalyptus, a thujone-containing oil such as tansy, and a small quantity of material insoluble in petroleum-ether but somewhat soluble in ether or chloroform. Both were falsely and fraudulently advertised. Fine, $100 and costs.—[*Notice of Judgment No. 5586; issued April 15, 1918.*]

Lindsey's Improved Blood Searcher.—Shipped in February, 1916, by the W. J. Gilmore Drug Co., Pittsburgh. Analysis showed the preparation to be an alcohol-water solution of sugars, salicylic acid, aromatic oils, plant extractives and calcium salts, with indications of guaiac. Falsely and fraudulently represented as a blood purifier and a remedy for diseases of women, malaria, cancer, sore eyes, piles, etc. Fine, $50.—[*Notice of Judgment No. 5973; issued June 14, 1918.*]

Lee's Save the Baby Croup Specific.—Charles Samuel Ulcher and Carrie L. Ulcher, who traded as Wm. W. Lee & Co., Troy, N. Y., were charged with misbranding this preparation. According to the government chemists, the product was a liniment with a fatty oil base, and containing camphor, rosemary and thyme. The claim that it was a specific for croup and for saving the lives of babies affected with that disease, was declared false and fraudulent.

The same individuals were also charged with misbranding "Lee's Croup Mixture," which the government chemists reported contained over 70 per cent. of lard, about 7 per cent. alcohol, and more than 18 per cent. volatile oils, consisting of a mixture of oils of rosemary and thyme and camphor. This also was falsely and fraudulently represented to be a remedy for croup. The two Ulchers were fined $25.—[*Notice of Judgment No. 4999; issued Jan. 30, 1918.*]

Lightning Hot Drops.—This nostrum was sold by the Herb Medicine Co., Springfield, Ohio, and admittedly contained 60 per cent. alcohol and 48 drops of chloroform to the ounce. The federal chemists reported also the presence of ether and cayenne pepper. It was sold as a cure for diphtheria, bloody flux, inflammatory rheumatism, *la grippe* and all aches and pains. These claims were declared false and fraudulent and applied knowingly. The company was fined $50 and costs.—[*Notice of Judgment No. 4414; issued Oct. 16, 1918.*]

Limestone Phosphate.—As the nostrum "Orangeine" is not even remotely related to the orange, so "Limestone Phosphate" is devoid of "limestone." No one would learn this fact, however, without purchasing the preparation, for the newspaper advertisements give no hint of the misleading character of the name of this nostrum. Probably with the idea of forestalling any action on the part of the federal authorities on the ground that it was misbranded, the trade package admits: "This product is not derived from limestone." Many of the newspaper advertisements of Limestone Phosphate are prepared in such a way as to simulate reading matter. There is nothing in the heading to show that the article that follows is a "patent medicine" advertisement and even the telltale *"Adv."* at the end of the advertisement which a government ruling demands, is not always found. Limestone Phosphate in the advertisements is not capitalized but is so printed as to give the reader the impression that it is an official pharmaceutical product. Most of the headlines of the advertisements urge the drinking of hot water or "phosphated hot water." "Says Hot Water Washes Poisons from the Liver," "Says We Become Cranks on Hot Water Drinking," "Hot Water for Sick Headaches," "Drink Hot Water and Rid Joints of Rheumatic Rust"—these are some of the headlines of the "reading matter" advertisements urging the use of Limestone Phosphate. The nostrum has been analyzed by several chemists. The results of these analyses agree essentially in giving the composition of Limestone Phosphate as a mixture of baking soda and sodium acid phosphate. As soon as this mixture is put in water it effervesces, due to the reaction between the acid sodium phosphate and the alkaline baking soda, giving off carbonic acid gas and leaving behind what is virtually a solution of sodium phosphate in water. Those who are averse to paying a fancy price for a misleading name can purchase their sodium phosphate at any drug store under its own name. The average price for sodium phosphate which, as an official product, can always be counted on as being pure and of standard strength is about twenty-five cents a pound; Limestone Phosphate sells at the rate of $1.40 a pound.—(*From The Journal A. M. A., Aug. 18, 1917.*)

Lopez.—Lopez is called by its exploiters, the Lopez Remedy Company, Wichita, Kan., "the great Hot Springs remedy." According to their booklet:

"Lopez is a high class preparation, scientifically compounded entirely from more than nine of the purest herbs known or obtainable. Each separately tested as to purity, strength, etc., then so carefully and accurately compounded as the druggist prepares your physicians' prescriptions. Positively contains no mercury, morphin, cocain or other poisons, and is as much a specific for children as for adults."

Like most concerns that sell a cure for syphilis, the Lopez Remedy Company rings the changes on the dangers of the mercurial treatment of this disease. And the usual farrago of nonsense is indulged in relative to the superior properties of "vegetable remedies." The federal authorities seized a quantity of this nostrum alleging that it was misbranded: first, in that the use of the word "specific" on the label "was unwarranted and misleading inasmuch as the article was not a specific"; second, in that the alcohol in the preparation "was not declared in the manner prescribed" by law; third, in that the therapeutic claims made for the stuff were false and misleading. When the case came to trial, the judge held that lying about the curative and therapeutic properties was not misbranding and directed the jury to return a verdict of acquittal; this, too, in spite of the fact that although the stuff contained over 27 per cent. of alcohol, the label failed to state correctly the proportion of this drug as the law requires.

The government chemists analyzed the nostrum and reported finding alcohol, potassium iodid, podophyllum, sarsaparilla, stillingia, eucalyptus and gentian. The analysis indicates that Lopez differs but little from the various "sarsaparilla compounds" put out by "patent medicine" makers and which used to be very popular. Whatever real or imaginary benefit was or is derived from such mixtures is due to the potassium iodid and the laxative drug they may contain. The danger to the community of recommending a preparation of this sort for the cure of syphilis can be appreciated only by physicians, but the public should at least be given warning.—*(Modified from The Journal A. M. A., April 26, 1913.)*

"Lower's Pure Blood Remedy."—Robert H. Lower of Hot Springs, Ark., shipped in October, 1916, a quantity of "Lower's Hot Springs Pure Blood Remedy." This was analyzed in the Bureau of Chemistry and found to be a weak alcoholic solution containing sugars, small amounts of chlorids, iodids and sulphates (probably as the sodium salts) and vegetable extractives among which were podophyllum and an atropin-bearing drug. The stuff was falsely and fraudulently represented as a treatment or remedy for syphilis, paralysis, catarrh, eczema, malaria, chanchroids, sciatica, all kinds of rheumatism and all blood and skin diseases. In June, 1918, Lower pleaded guilty and was fined $10.—[*Notice of Judgment No. 6353; issued Sept. 8, 1919.*]

Maignen Antiseptic Powder.—Maignen Antiseptic Powder, put on the market by the Maignen Chemical Company, Philadelphia, was at one time exploited to the medical profession and was exposed in The Journal. It has since been analyzed by the federal chemists who reported that the product had essentially the following composition:

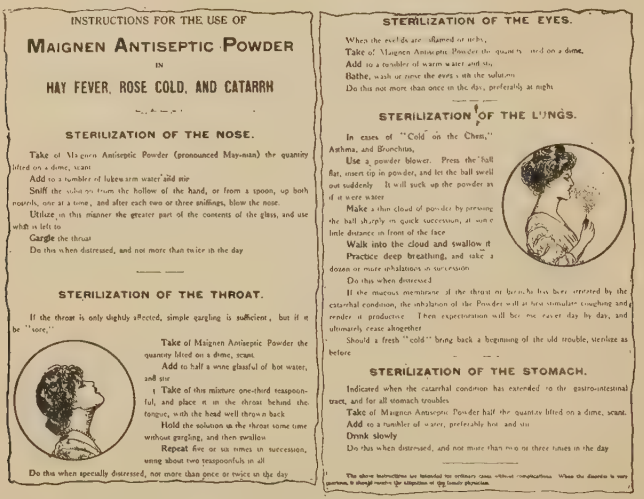
Calcium carbonate	51 per cent.
Borax, aluminum sulphate and sodium carbonate	49 per cent.

The trade package contained such statements regarding curative effects of Maignen Antiseptic Powder as:

"A perfect Germicide."
"A scientific germicide for external and internal use."

There also were a number of directions describing how by the use of this preparation the skin, stomach, throat, nose, lungs, etc., might be "sterilized."

The federal officials held that these claims were "false and fraudulent," and declared further that the product "could not effect sterilization." No claimant appeared and the court ordered that the United States marshal should destroy the product.—[*Notice of Judgment No. 3753; issued July 13, 1915.*]



INSTRUCTIONS FOR THE USE OF

MAIGNEN ANTISEPTIC POWDER

IN

HAY FEVER, ROSE COLD, AND CATARRH

STERILIZATION OF THE NOSE.

Take of Maignen Antiseptic Powder (pronounced May-nan) the quantity lifted on a dime, scant

Add to a tumbler of lukewarm water and stir

Sniff the solution from the hollow of the hand, or from a spoon, up both nostrils, one at a time, and after each two or three sniffings, blow the nose.

Utilize in this manner the greater part of the contents of the glass, and use what is left to

Gargle the throat

Do this when distressed, and not more than twice in the day

STERILIZATION OF THE THROAT.

If the throat is only slightly affected, simple gargling is sufficient, but if it be "sore,"

Take of Maignen Antiseptic Powder the quantity lifted on a dime, scant

Add to half a wine glassful of hot water, and stir

Take of this mixture one-third teaspoonful, and place it in the throat behind the tongue, with the head well thrown back

Hold the solution in the throat some time without gargling, and then swallow

Repeat five or six times in succession, using about two teaspoonfuls in all

Do this when specially distressed, not more than once or twice in the day

STERILIZATION OF THE EYES.

When the eyelids are inflamed or sore,

Take of Maignen Antiseptic Powder the quantity lifted on a dime,

Add to a tumbler of warm water and stir

Bathe, wash or rinse the eyes with the solution

Do this not more than once in the day, preferably at night

STERILIZATION OF THE LUNGS.

In cases of "Cold on the Chest," Asthma, and Bronchitis,

Use a powder blower. Press the ball flat, insert tip in powder, and let the ball swell out suddenly. It will suck up the powder as if it were water

Make a thin cloud of powder by pressing the ball sharply in quick succession, at some little distance in front of the face

Walk into the cloud and swallow it

Practice deep breathing, and take a dozen or more inhalations in succession

Do this when distressed

If the mucous membrane of the throat or bronchi has been invaded by the catarrhal condition, the inhalation of the Powder will at first stimulate coughing and render it productive. Then expectoration will become easier day by day, and ultimately cease altogether

Should a fresh "cold" bring back a beginning of the old trouble, sterilize as before

STERILIZATION OF THE STOMACH.

Indicated when the catarrhal condition has extended to the gastro-intestinal tract, and for all stomach troubles

Take of Maignen Antiseptic Powder half the quantity lifted on a dime, scant

Add to a tumbler of water, preferably hot, and stir

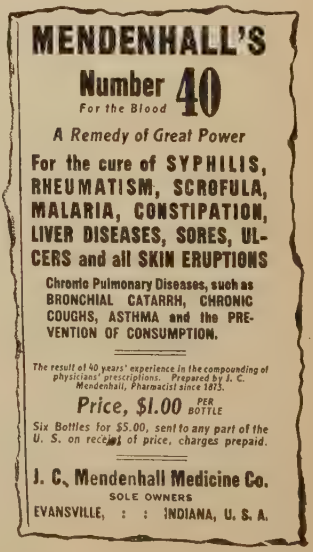
Drink slowly

Do this when distressed, and not more than two or three times in the day

The above instructions are intended for ordinary cases without complications. Where the disorder is very grievous, it should receive the attention of the family physician.

The exploiters of Maignen Antiseptic Powder tried to persuade the public that the preparation would "sterilize" the stomach, throat, nose, lungs, etc.

Mendenhall's No. 40 for the Blood.—The J. C. Mendenhall Medicine Co. of Evansville, Ind., shipped in March, 1917, some of its nostrum "Mendenhall's No. 40 for the Blood" which was misbranded. Analyzed by the Bureau of Chemistry, the stuff was reported to consist essentially of potassium iodid, cathartic resins, ammonium acetate, licorice, glycerin, sugar, alcohol and water. It was falsely and fraudulently sold as a cure for syphilis, aneurysm of the aorta, gonorrhea, eczema, rheumatism, catarrh, malaria, and diseases of the liver, kidneys and spleen. In November, 1918, the company pleaded guilty and was fined $100 and costs.—[*Notice of Judgment No. 6637; issued March 22, 1920.*]



MENDENHALL'S

Number 40

For the Blood

A Remedy of Great Power

For the cure of SYPHILIS, RHEUMATISM, SCROFULA, MALARIA, CONSTIPATION, LIVER DISEASES, SORES, ULCERS and all SKIN ERUPTIONS

Chronic Pulmonary Diseases, such as BRONCHIAL CATARRH, CHRONIC COUGHS, ASTHMA and the PREVENTION OF CONSUMPTION.

The result of 40 years' experience in the compounding of physicians' prescriptions. Prepared by J. C. Mendenhall, Pharmacist since 1873.

Price, $1.00 PER BOTTLE

Six Bottles for $5.00, sent to any part of the U. S. on receipt of price, charges prepaid.

J. C. Mendenhall Medicine Co.

SOLE OWNERS

EVANSVILLE, : : INDIANA, U. S. A.

Mother Hart's Baby Syrup.—Guy H. Boyd, who did business in York, Pa., under the name of Dale & Co., marketed "Mother Hart's Baby Syrup." The preparation admittedly contained 3 grains of opium to the ounce and 10 per cent. alcohol. Some of the claims made for it were:

"A Safe Remedy For The Home."

"A Safe, Sure and Speedy Relief for the Aches and Pains Starting in the little Stomach."

"Will prevent Convulsions and Cholera Infantum if taken in time."
"The best medicine in the world for children." [This in German.]
"Cures bowel cramps and colicky pains, diarrhea and all children's diseases caused by teething." [This in German.]

These, and similar claims, were declared by the government to be false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. Boyd was fined $25.—[*Notice of Judgment No. 4101; issued April 19, 1916.*]

Mentholatum.—Shipped by Edward K. Hyde, trading as Mentholatum Co., Buffalo. Analysis showed the product to be essentially petrolatum, with about 5 per cent. boric acid and 10 per cent. menthol and camphor. Falsely and fraudulently advertised. Fine, $10.—[*Notice of Judgment No. 5178; issued Feb. 21, 1918.*]

MacDonald's Atlas Compound Famous Specific No. 18.—"The Greatest Remedy on Earth for Catarrh, Rheumatism, Blood, Stomach, Heart, Liver, Kidney and all Nervous Ailments" was, according to Jeremiah MacDonald of Binghamton, N. Y., the nostrum sold as "Dr. MacDonald's Atlas Compound Famous Specific No. 18." Also, according to the same authority, it was the "Safest and Best Blood Purifier in the World." Analyzed by federal chemists the "Famous Specific" was reported to be pills consisting essentially of sodium sulphate (Glauber's salt), sodium bicarbonate (baking soda), a laxative plant drug (apparently aloes), ginger, small amount of phosphate, a trace of alkaloid and talc. The pills were coated with starch, calcium carbonate and sugar and the coating colored with fluorescin. Naturally the federal authorities declared the claims made for these pills to be knowingly false and fraudulent. MacDonald, after pleading guilty, was fined $30.—[*Notice of Judgment No. 4559; issued March 15, 1917.*]

Maguire's Extract of Benne Plant and Catechu Compound.—The J. & C. Maguire Medicine Co. of St. Louis sold this product, which contained over 39 per cent. of alcohol and $\frac{1}{10}$ grain of morphin to each fluidounce, besides camphor, catechu and peppermint. The government charged that the claims made that it was a reliable specific for diarrhea, dysentery and cholera morbus, and a preventive of Asiatic cholera, were false and fraudulent, and further that the statement that it was "perfectly harmless" was false and misleading, in that it indicated that the article was composed of harmless medicinal agents as its principal and most active ingredients, when as a matter of fact, its principal and most active ingredient was a dangerous, habit-forming drug, morphin. The company pleaded not guilty, but the jury decided otherwise. The company then filed a motion for a new trial and the case having come on for retrial, the concern was again found guilty, and was fined $200 and costs.—[*Notice of Judgment No. 4988; issued Jan. 30, 1918.*]

Mansfield's Mississippi Diarrhea Cordial.—"A Rapid Reliable Remedy for Cholera, Cholera Morbus, Diarrhea, Dysentery, Colic, Flux, and Looseness of the Bowels" were some of the claims made for this product, put out by the Van Vleet-Mansfield Drug Co., Memphis, Tenn. A specimen shipped in February, 1913, was analyzed by the Bureau of Chemistry and found to be a water-alcohol solution of opium, sugars, oil of peppermint and logwood extractives; the alcohol content was 29.4 per cent. by volume. The therapeutic claims were declared false and fraudulent and on June 28, 1915, the court imposed a fine of $25 and costs.—[*Notice of Judgment No. 4147; issued April 19, 1916.*]

Matthai's Victory.—Margarete E. Matthai of Baltimore, who did business as "Professor C. E. Matthai," sold a nostrum called, "Professor C. E. Matthai's Victory." The stuff contained 49 per cent. alcohol, 1.2 grains of opium to the fluidounce, and 3.5 per cent. camphor and volatile oil, and small amounts of red pepper. It was sold under claims that it was a remedy for diphtheria, cholera, rheumatism, scarlet fever, yellow fever, epilepsy, inflammation of the kidneys and bladder, diabetes and several other conditions. These claims the government declared were false and fraudulent. It was further misbranded in that the amounts of alcohol and opium declared on the label were less than the quantities actually present. The defendant was fined $100 and costs.—[*Notice of Judgment No. 4983; issued Jan. 28, 1918.*]

Matusow's Nulfey.—Harry Matusow of Philadelphia shipped a quantity of Matusow's Nulfey which the federal authorities declared misbranded. The preparation was analyzed by the Bureau of Chemistry, which reported the following results:

Sodium salicylate, 51.8 per cent.
Alkaloid (probably berberin), present.
Colchicin, quinin, strychnin, morphin, arsenic, absent.
Emodin, present.

The government officials declared that the therapeutic claims made for the product were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. These claims were made so as to create in the minds of purchasers the impression and belief that Matusow's Nulfey was effective as a remedy for paralysis, gout, and liver, kidney, bowel, bladder and stomach troubles, and effective as a blood purifier. Furthermore, that it was effective as a cure for locomotor ataxia, Bright's disease, diabetes, dropsy, hydrocele, stone in the kidney, all stomach troubles, gallstones, appendicitis and all skin diseases.

The case came on for trial before the court and a jury. After the submission of evidence and argument by counsel, Judge Thompson, before whom the case was heard, delivered a charge to the jury. In this he impressed on them that before they could bring in a charge of guilty it would be necessary for them to determine whether the therapeutic and curative claims were false, and if they were false that they would have to go still further and be satisfied beyond a reasonable doubt that the defendant in making them *knew* them to be false and intended to deceive and defraud. The jury retired and after due deliberation brought in a verdict of guilty. The court imposed a fine of $200 and costs.—[*Notice of Judgment No. 4190; issued April 29, 1916.*]

McGraw's Liquid Herbs of Youth.—George W. McGraw, who traded as the McGraw Remedy Co., Little Rock, Ark., shipped in December, 1916, a quantity of "McGraw's Liquid Herbs of Youth." The Bureau of Chemistry reported that this marvel was, essentially, Epsom salt, senna, red pepper, quassia, alcohol and water, with wintergreen flavor. McGraw's Liquid Herbs of Youth was represented as a cure for rheumatism, scald head, pimples, syphilis, ringworm, headache, pains in the back, catarrh, female weakness and some other conditions and it was claimed to invigorate the nervous system and impart new life and energy to all functions of the body at the same time that it was eradicating disease. These claims were declared false and fraudulent. McGraw pleaded guilty in September, 1918, and was fined $10.—[*Notice of Judgment No. 6673; issued March 29, 1920.*]

Mecca Compound.—Mecca Compound was an ointment sold by A. D. Foster, E. W. Peterson, Sr., E. W. Peterson, Jr., and E. W. Raymond, who did business as the Foster-Dack Co., Chicago. It was analyzed in the Bureau of Chemistry, which reported that the stuff had a soft paraffin base containing carbolic acid, camphor, borates, zinc compound, a sodium soap and a trace of perfume. It was sold as a remedy for erysipelas, for the cure of gangrene or blood poison, cancers and bronchitis, a preventive of diphtheria, a remedy for pleurisy and pneumonia, for the cure of scarlet fever, as a remedy for smallpox, for the cure of appendicitis in its early stages, for the cure of lockjaw, goiter, measles and tuberculosis. These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. A plea of guilty was entered and the defendants were fined $50 and costs.—[*Notice of Judgment No. 4383; issued Sept. 12, 1916.*]

Marshall's Pain Drops and Other Nostrums.—Irving J. Carter, who did business as the M. W. Marshall Medicine Co., Redgranite, Wis., shipped in August, 1917, a number of nostrums which were misbranded. The Bureau of Chemistry analyzed these and reported on them as follows:

"Marshall's Unequaled Pain Drops."—This was found to consist essentially of red pepper, opium, ammonia, alcohol and water with rosemary flavoring. The nostrum was falsely and fraudulently represented as a cure for rheumatism, neuralgia, cholera morbus, all bowel complaints, sore throat, spinal disease, diphtheria in its most malignant form, liver and kidney complaints and various other conditions. It also was said to "contain no poisonous . . . matter" when it actually contained 2 grains of opium to the ounce.

"Marshall's Lung Syrup."—This "syrup" was found to consist essentially of morphin sulphate, ammonium chlorid, vegetable extractives, glycerin, syrup and flavoring material. It was falsely and fraudulently represented as a cure for consumption, asthma, whooping cough, pleurisy, croup, etc.

"Dr. J. C. Brown's Unequaled Liquid Drops."—The "drops" were found to consist essentially of red pepper, ginger, oil of sassafras, camphor, ammonia, trace of morphin, alcohol and water. They were falsely and fraudulently represented as a cure for sick and nervous headache, rheumatism, all bowel complaints, spinal diseases, diphtheria, etc., and were also labeled as containing no poisonous matter when in fact they contained 2 grains of opium to the ounce.

"Marshall's Blood and Liver Pills."—These pills were found to consist essentially of aloes and other plant material, chalk, sugar and starch. They were falsely and fraudulently represented as a cure for inflammation of the liver, stoppage of the menses, "irritable vindictive feelings and passions," kidney disease, nervousness, fevers, dyspepsia, etc.

"Egyptian Oil."—This was found to consist essentially of linseed oil with volatile oils, including sassafras and cedar oils and camphor. It was falsely and fraudulently represented as a cure for piles, diphtheria, coughs, colds, earache and erysipelas.

"Arctic Oil Liniment."—This liniment consisted, essentially, of a liquid in two layers. The upper layer contained kerosene, linseed oil, castor oil and camphor; the lower contained alcohol, ammonia, water, plant extract and a

trace of iodin. It was falsely and fraudulently represented as a cure for diphtheria, rheumatism, catarrh, all kinds of lameness, etc.

"Rheumatic Oil."—This also separated into two layers. The upper layer was found to consist essentially of kerosene, linseed oil, castor oil and camphor; the lower to contain alcohol, ammonia, water, plant extract and a trace of iodin. It was falsely and fraudulently represented as a cure for rheumatism, neuralgia, colic, nervous headache, diphtheria, spinal and hip complaints, colic, and distemper in horses, etc.

In June, 1919, Irving J. Carter pleaded guilty and was fined $50.—[*Notice of Judgment No. 6748; issued April 9, 1920.*]

Mederine.—In May, 1917, the Northern Drug Company of Duluth, Minn., shipped in interstate commerce a quantity of "Mederine" which was misbranded. In July, 1918, an information was filed against the company. The Bureau of Chemistry analyzed the product and reported it to be essentially a water-alcohol solution containing sugar, potassium iodid, methyl salicylate, salicylic acid, glycerin and laxative plant extractives. It was declared misbranded because it was falsely and fraudulently represented to be a cure for chronic constipation, indigestion, liver complaint, "catarrh," rheumatism, eczema, all blood and skin diseases, kidney trouble, scrofula, pimples, gout, "blood taint," etc., "whereas in truth and in fact it was not." In July, 1918, the company pleaded guilty and was fined $5.—[*Notice of Judgment No. 6483; issued Oct. 18, 1919.*]

Mexican Oil.—"Mexican Oil," manufactured by the Hausman Drug Co., Trinidad, Colo., was sold under claims that it was an effective remedy for diarrhea, dysentery, summer complaint, cholera morbus, sciatica, rheumatism, gout, bronchitis, dyspepsia and various other conditions. It was analyzed by the federal chemists who reported that it contained over 57 per cent. alcohol together with essential oils, glycerin, red pepper, emodin, menthol and a small amount of opium alkaloids. The claims made for the preparation were declared false and fraudulent. The company was fined $25 and costs.—[*Notice of Judgment No. 4616; issued April 27, 1917.*]

Moreau's Soothing Wine of Anise.—The Lafayette Co. of Berlin, N. H., shipped this product, which the government declared was being sold under false and fraudulent claims. The "soothing wine for children," according to the federal chemists, was a syrup containing morphin acetate and alcohol, and flavored with anise. It was falsely and fraudulently represented to be a remedy for diarrhea, dysentery, indigestion and vomiting of children. Furthermore, the package bore no statement regarding the quantity or proportion of morphin and alcohol. The company was fined $25 and costs.—[*Notice of Judgment No. 4989; issued Jan. 30, 1918.*]

Mother Noble's Healing Syrup.—"Mother Noble's Healing Syrup," according to the label, was "prepared by Dr. E. P. Huyler, successor to Abel King, M.D., Clark Johnson Medicine Co., Props., New York." It was sold under the claim made on the trade package that it was an effective remedy for all diseases of the liver, kidneys, stomach, bowels, skin and blood and an unfailing remedy for dyspepsia, fever, ague and rheumatism, as well as a cure for kidney disease, piles and dropsy. The federal chemists reported that the syrup was a watery solution of a vegetable cathartic drug containing a large amount of undissolved material, mostly licorice, and containing, too, iron chlorid, Epsom

salts and sand. The authorities charged that the claims made were recklessly and wantonly false and fraudulent. The Clark Johnson Medicine Company was fined $40.—[*Notice of Judgment No. 4579; issued March 15, 1917.*]

Mother's Salve Mother's Remedy.—The Mother's Remedies Co. of Chicago, Ill., manufactured this preparation, which, according to the government chemists, was a green-colored salve consisting of petrolatum (vaseline) with some glycerin, potassium chlorate and oils of cloves, cinnamon, eucalyptus, sassafras and pine or juniper, together with a gum, like gum acacia, and a small amount of fatty oil. The label declared that the product was "Prepared from vegetable oils," a false and misleading statement, as, actually, it was prepared from animal, mineral and vegetable oils. It was further sold under the claim that it was a preventive of diphtheria and pneumonia, a "cure" for croup and catarrh and a remedy for eczema, piles and salt rheum. These claims were declared recklessly and wantonly false and fraudulent. The company was fined $25 and costs.—[*Notice of Judgment No. 4427; issued Oct. 16, 1916.*]

Mu-col.—"Mu-col, for Cleansing Mucous Membranes," was put on the market by the Mu-col Company (Inc.), Buffalo, New York. As a specimen of the claims made for the preparation, the following is typical:

"Mu-col obtains most gratifying results in catarrhal inflammations of the mucous membranes. Leucorrhea, Tonsillitis, Sore Throat, Cystitis, Internal Hemorrhoids, Nasal Catarrh and Pus Cases respond at once to irrigation with Mu-col solution. Strong solutions of Mu-col have proven of sterling value in treating Hives, Prickly Heat, Ivy Poison, Sunburn, Eczema, Typhoid and Scarlet Fever."

This, and much more Mu-col would do—according to its manufacturers! No wonder physicians wanted to know the composition of Mu-col. As the manufacturers did not give this information the aid of the Association's laboratory was invoked. Analysis showed the following results:

LABORATORY REPORT

"The specimen examined was a white powder, and from the odor, thymol, eucalyptol, camphor and oil of wintergreen could be recognized. Qualitatively sodium chlorid and borate were found. Zinc, benzoate, phenolsulphonate and sulphate could not be found. The solution was alkaline to litmus. Gravimetric determination of chlorid as silver chlorid and titration of borax by Thompson's method indicated sodium chlorid (NaCl) 47.2 per cent., sodium borate ($Na_2B_4O_7+10H_2O$) 50.1 per cent.

"It thus appears that Mu-col is a mixture of ordinary salt and borax in equal parts with the addition of a small amount of aromatic substances."

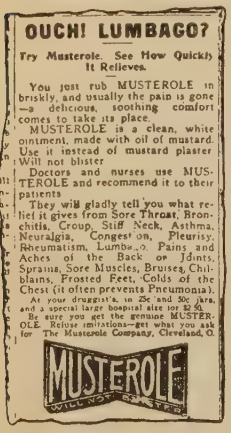
Mu-col will do just what a solution of salt and borax will do—no more, no less. And yet, it is claimed:

"Mu-col has been successfully used since the year 1900 by more than 50,000 physicians, which has proven it to be the most Efficient, Economical and acceptable preparation in its field."

—*(From The Journal A. M. A., Feb. 7, 1914.)*

Our Standard Remedy.—S. Donovan Swan, who did business under the name "Standard Medical Society" from Baltimore, Md., shipped a quantity of "Our Standard Remedy" to New York. The nostrum was in the form of tablets which, according to the government chemists, contained rhubarb, senna, scoparius, licorice, red pepper and some ammonia compound with indications of aloes. The label conveyed the impression that these tablets were an effective remedy for rheumatism, kidney disorders, neuralgia, dyspepsia, chills and

fever, female disease, erysipelas, etc., claims that the government declared recklessly and wantonly false and fraudulent. Swan was fined $15.—[*Notice of Judgment No. 4676; issued May 4, 1917.*]


OUCH! LUMBAGO?
Try Musterole. See How Quickly It Relieves.
You just rub MUSTEROLE in briskly, and usually the pain is gone—a delicious, soothing comfort comes to take its place.
MUSTEROLE is a clean, white ointment, made with oil of mustard. Use it instead of mustard plaster. Will not blister.
Doctors and nurses use MUSTEROLE and recommend it to their patients.
They will gladly tell you what relief it gives from Sore Throat, Bronchitis, Croup, Stiff Neck, Asthma, Neuralgia, Congestion, Pleurisy, Rheumatism, Lumbago, Pains and Aches of the Back or Joints, Sprains, Sore Muscles, Bruises, Chilblains, Frosted Feet, Colds of the Chest (it often prevents Pneumonia).
At your druggist's, in 25c and 50c jars, and a special large hospital size for $2.50.
Be sure you get the genuine MUSTEROLE. Refuse imitations—get what you ask for. The Musterole Company, Cleveland, O.
MUSTEROLE

Musterole.—This product, marketed by the Musterole Co., Cleveland, Ohio, was analyzed by the government chemists who reported that it was essentially a mixture of lard or some similar material with oil of mustard, menthol and camphor. Claims made for the preparation were to the effect that it would cure pneumonia, asthma, bronchitis, croup, rheumatism and pleurisy and would prevent pneumonia. These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $25 and costs. —[*Notice of Judgment No. 4358; issued Sept. 12, 1916.*]

Nurito.—Nurito was exposed in THE JOURNAL, Aug. 10, 1912. It was analyzed by the Association's chemists and found to consist of milk sugar, phenolphthalein and pyramidon. THE JOURNAL'S article called attention at the time to the falsity of some of the claims made by the Magistral Chemical Company of New York, the manufacturers of Nurito. One statement made was that "Only U. S. P. ingredients are used in Nurito." As neither of the two essential drugs in this nostrum, phenolphthalein and pyramidon, is in the United States Pharmacopeia, this claim was evidently false. On June 17, 1913, United States officials charged the Magistral Chemical Company with shipping in interstate commerce a product, Nurito, that was misbranded in violation of the Food and Drugs Act. This charge was made on the grounds that the following statements on the label were false:

"Only U. S. P. ingredients are used in Nurito . . ."
"Nurito is absolutely free from sugar and sweetening matter."

The government chemists analyzed the stuff and found that Nurito contained both pyramidon and milk sugar, the former a drug that is not in the United States Pharmacopoeia and the latter a sugar and sweetening matter. On July 1, 1913, the company pleaded guilty and the court suspended sentence. The report of the case was issued Aug. 3, 1914.—[*Notice of Judgment No. 2997; issued Aug. 3, 1914.*]

Nuxcara.—Shipped about April, 1916, by Reuben B. Kelley, president of the Nuxcara Manufacturing Co., Atlanta, Ga. Analysis showed the product to contain over 11 per cent. of alcohol, together with cascara, strychnin and berberin, and small quantities of other vegetable material. Falsely and fraudulently represented as a positive remedy for indigestion, dyspepsia, catarrh, bronchitis, rheumatism, neuralgia, etc., and as a cure for kidney and liver trouble, chronic appendicitis, etc. Fine, $25, imposed November, 1918.—[*Notice of Judgment No. 6340; issued May 10, 1919.*]

P. P. P.—Florence Virginia Lippman of Savannah, Ga., manufactured and sold "P. P. P. Prickly Ash Poke Root Potassium and Stillingia." The preparation admittedly contained 16 per cent. alcohol and the federal chemists reported that they found 1.32 grams of potassium iodid in each 100 c.c. It was sold as a "cure" for erysipelas, malaria, nervous prostration, dyspepsia, rheumatism and pneumonia, as well as an effective remedy for every skin disease. These claims were declared false and fraudulent and applied knowingly, reck-

lessly and wantonly. Florence Virginia Lippman was fined $25.[1]—[*Notice of Judgment No. 4413; issued Oct. 16, 1916.*]

Owen's Wonderful Sore Wash.—Shipped by Wedard W. Zurhellen, manager of the Sore Wash and Eye Lotion Co., Natchez, Miss. Analysis showed hydrastin, zinc salt, sulphate, chlorid and sodium present. Falsely and fraudulently advertised. Fine, $10 and costs.—[*Notice of Judgment No. 5023; issued Jan. 28, 1918.*]

Paracamph.—According to the label, this nostrum was "the most effective external remedy known to medical science for all congestions, inflamed, swollen and feverish conditions of the skin and body." It was also claimed to prevent pneumonia and pleurisy and to be a remedy for typhoid fever, scarlet fever, croup, eczema, female complaints and piles. A consignment shipped in March, 1913, by the Paracamph Mfg. Co., Inc., Louisville, Ky., was seized in transit and a specimen analyzed by the Bureau of Chemistry was found to consist largely of paraffin, with camphor and methyl salicylate. The claims were declared false and fraudulent. In October, 1915, the court imposed a fine of $50.—[*Notice of Judgment No. 4408; issued Oct. 16, 1916.*]

Parmint.—This preparation emanates from the same city as the Sargol fraud, Binghamton, N. Y., and is exploited by individuals who do business under the somewhat imposing trade-name, "International Laboratories, Inc." "Catarrhal deafness, head noises, catarrh of the stomach, catarrh of the bowels, loss of smell, lung trouble, asthma, bronchitis" and various other conditions should, according to the Parmint advertising, be treated with this nostrum. The preparation comes in one ounce bottles for which 75 cents is charged. The purchaser is told to empty the ounce of Parmint into a half pint bottle which should then be filled with sugar syrup. The state chemists of Connecticut analyzed Parmint and in the report of the Connecticut Agricultural Experiment Station for 1916 it is declared that "Parmint appears to be an alcoholic solution containing sugar, glycerin, a small amount of chloroform and a mixture of volatile oils with oil of anise predominating." The claims made for this stuff were declared by the federal courts to be false and fraudulent and the company was fined $200.—[*Notice of Judgment No. 5593; issued April 15, 1918.*]

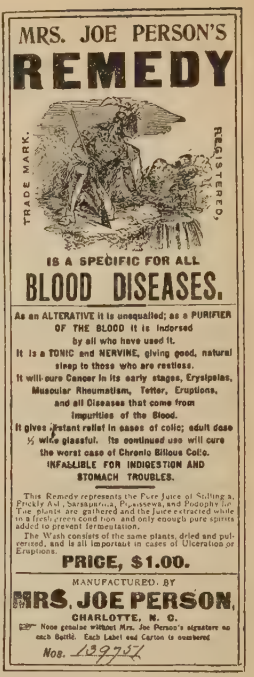
Payne's Sylax.—Shipped by Edward C. Seyler, trading as the German Medicine Co., Cincinnati. Analysis showed the preparation to consist essentially of a laxative drug, plant extractive matter, Epsom salt, sugar, alcohol and water, with a white powder at the bottom of the bottle, consisting principally of sulphate of lime. Falsely and fraudulently advertised. Fine, $25 and costs.—[*Notice of Judgment No. 5269; issued Feb. 23, 1918.*]

Phenol Sodique.[2]—Shipped about July, 1915, by Hance Bros. & White, Philadelphia. Falsely and misleadingly claimed to be non-poisonous, when in fact it contained phenol (carbolic acid), and to be effective as a disinfectant when used according to directions, when as a matter of fact placing the product in shallow vessels or sprinkling a solution of it about the apartment

1. In August, 1918, two further shipments of this nostrum were seized, declared misbranded and ordered to be destroyed by the United States marshal, according to *Notices of Judgment Nos. 6524 and 6525,* issued Dec. 6, 1919.

2. A report of the Council on Pharmacy and Chemistry on "Phenol Sodique" was published in THE JOURNAL of the A. M. A., Nov. 9, 1907. The Council declared that the claims made at that time for Phenol Sodique were "unscrupulous" and "a positive menace to the public health."

would not disinfect impure and unhealthy localities or prevent the spread of yellow fever, typhoid fever, scarlet fever, cholera, etc. It was declared misbranded also, in that it contained no ingredients or combination of ingredients which would cure catarrh, erysipelas, piles, sprains, ulcers and various other ailments mentioned in or on the trade package. In June, 1918, Hance Bros. & White consented to a decree, and judgment of condemnation and forfeiture was entered. On the order of the court the product was delivered to the company on the payment of the costs and execution of a bond. —[*Notice of Judgment No. 6313; issued May 10, 1919.*]


MRS. JOE PERSON'S
REMEDY
TRADE MARK.
REGISTERED.
IS A SPECIFIC FOR ALL
BLOOD DISEASES.
As an ALTERATIVE it is unequalled; as a PURIFIER OF THE BLOOD it is indorsed by all who have used it.
It is a TONIC and NERVINE, giving good, natural sleep to those who are restless.
It will cure Cancer in its early stages, Erysipelas, Muscular Rheumatism, Tetter, Eruptions, and all Diseases that come from impurities of the Blood.
It gives instant relief in cases of colic; adult dose ½ wine glassful. Its continued use will cure the worst case of Chronic Bilious Colic.
INFALLIBLE FOR INDIGESTION AND STOMACH TROUBLES.
This Remedy represents the Pure Juice of Stillingia, Prickly Ash, Sarsaparilla, Poke Root, and Blood Root. The plants are gathered and the juice extracted while in a fresh green condition, and only enough pure spirits added to prevent fermentation.
The Wash consists of the same plants, dried and pulverized, and is all important in cases of Ulceration or Eruptions.
PRICE, $1.00.
MANUFACTURED BY
MRS. JOE PERSON,
CHARLOTTE, N. C.
None genuine without Mrs. Joe Person's signature on each Bottle. Each Label and Carton is numbered
Nos. 139757

Mrs. Joe Person's Remedy.—This preparation was sold by the Mrs. Joe Person Remedy Company of Kittrell, N. C., under such claims as:

"It will absolutely cure blood poison."
"Indigestion and nervousness permanently cured."
"A Sure Cure for Eczema."
"Malaria . . Chills and Fever . . a complete cure."
"Pellagra Cured."

The federal chemists analyzed Mrs. Joe Person's Remedy and reported that it was a slightly sweetened water-alcohol solution of vegetable drugs with a minute trace of alkaloids and the presence of podophyllin and sarsaparilla indicated. The libel filed by the federal officials was for the seizure and condemnation of seventeen cases of this nostrum on the ground that the curative claims made "were misleading, false and fraudulent." The company in filing its answer neither admitted nor denied the truth of the material allegations. After payment of costs and executing a bond in the sum of $200, the product was turned over to the company.—[*Notice of Judgment No. 3745; issued July 13, 1915.*]

AN EXCELLENT REMEDY FOR BURNS
Registered in U. S. Patent Office
DR. PORTER'S
ANTISEPTIC
Healing Oil
Discovered by a Surgeon of the LOUISVILLE & NASHVILLE Railroad
A Most Excellent Healing Remedy
FOR MAN AND BEAST
Relieves Pain and Heals at the same time.
PRICE 25 CENTS
PARIS MEDICINE CO.,
St. Louis, U. S. A. Dep., London, Eng.

Porter's Antiseptic Healing Oil.—The Paris Medicine Company, St. Louis, Mo., shipped in interstate commerce a quantity of "Dr. Porter's Antiseptic Healing Oil" which the government officials charged was misbranded. The federal chemists analyzed the preparation and reported it to be "essentially a solution of camphor and carbolic acid in cotton-seed oil." The government charged that the following curative claims were false and fraudulent and made knowingly and in reckless, wanton disregard of their truth or falsity:

"An excellent remedy for cuts, sores, old chronic ulcers, corns, bunions, frost bites, sunburn, stings, bites, rash, prickly heat, hives, or all hurts and affections of the skin and mucous membrane.

"Not only is the use of an Antiseptic necessary for the relief of the Throat Trouble, but, as many people know, disease germs are most frequently taken into the system through the mouth. This infection or entry of germs often results when there is even a slight irritation of the Throat, and the use of Dr. Porter's Antiseptic Healing Oil is a wise precaution against serious infectious diseases, such as Whooping Cough, Diphtheria and Tuberculosis."

"Tumors and Cancerous Growths are growths of diseased tissues, and if taken in time and treated with Dr. Porter's Antiseptic Healing Oil they can be removed, and often most serious cases averted."

The court imposed a fine of $25 and costs—[*Notice of Judgment No. 3939; issued Oct. 21, 1915.*]

"Quaker Herb Extract," "Payne's New Discovery," "Payne Quick Relief" and "Quaker Oil of Balm."—These four products were sold by the Quaker Herb Co., Cincinnati, Ohio. The "Quaker Herb Extract," according to the federal chemists, was essentially a water-alcohol extract of an emodin-bearing cathartic drug. The alcohol strength was 18 per cent. It was sold as a cure for catarrh and grip, a preventive of rheumatism, kidney and bladder troubles and scrofula, malaria and various other conditions. These claims were declared false and fraudulent. "Payne's New Discovery" contained over 18 per cent. alcohol and, according to the federal chemists, was a water-alcohol solution containing small amounts of baking soda, licorice and extractive matter from

ELIZABETH DAILY JOURNAL, FRIDAY EVENIN

ANOTHER MONSTER PARASITE OVER SIXTY FEET LONG

Martin Krekeler's Life Was Saved by Quaker Herb Extract—He Had Suffered Nearly Four Years, Taken Medicine of All Kinds; He Kept Growing Worse and Had Begun to Lose Hopes of Living--To-day He is in Perfect Health, Due Entirely to "Quaker."

a laxative plant drug. While the label declared the stuff was not a cure-all it was said to be a germ eradicator and a cure for catarrh and rheumatism, a remedy for all nervous disorders, a cure for gout and sciatica, a specific for malaria, a remedy for grip and falling of the womb, and a number of other conditions. These claims were naturally declared false and fraudulent. "Payne Quick Relief" was chiefly turpentine with cayenne pepper, resin, camphor and chloroform present. It was claimed to be a cure for cholera infantum and an effective relief for pleurisy, dysentery, cholera morbus and deafness. The claims were declared false and fraudulent. "Quaker Oil of Balm" seems to have been from the federal chemists' report virtually the same as the "Quick Relief," viz., turpentine, cayenne pepper, chloroform, etc. The claims made for it, which were very similar to those made for the "Quick Relief," were declared false and fraudulent. The company was fined $100 and costs.—[*Notice of Judgment No. 4474; issued Nov. 13, 1916.*]

Quakor Oil.—This nostrum, hailed as "The New Discovery and Germicide For Colds in the Head, Catarrh, Asthma, Hay Fever, and all Bronchial Troubles" was put out by Katherine Morris of New York City trading as the

Quakor Oil Co. A consignment shipped in March, 1913, was seized in transit and a specimen analyzed by the Bureau of Chemistry. It was found to consist of about 94 per cent. of a fixed bland vegetable oil, perhaps largely sesame oil, and about 6 per cent. of camphor and menthol or oil of peppermint. It was charged that this mixture was falsely and fraudulently represented as a remedy for various disorders. The court, on August 31, 1915, imposed a fine of $5.—[*Notice of Judgment No. 4148; issued April 19, 1916.*]

Reuter's Syrup.—Shipped by Barclay & Co., New York City. Analysis showed the product to be essentially a water-alcohol solution of sugar, aromatics, and a cathartic drug. Falsely and fraudulently advertised. Fine, $100.—[*Notice of Judgment No. 5647; issued April 29, 1918.*]

Radium Healing Balm.—Shipped by J. H. Frank Smokey, who traded as Uranium Mining Co., Denver. Analysis showed the stuff to be a soap with the odor of sassafras, and containing 9.3 per cent. of washing soda, 4.6 per cent. of baking soda, with 1.1 per cent. of sand, and 56.4 per cent of water. Falsely and fraudulently advertised. Fine, $10 and costs.—[*Notice of Judgment No. 5614; issued April 29, 1918.*]

Royal Baby's Safety.—Shipped by Koloman Kovacs, trading as the Royal Manufacturing Co., Duquesne, Pa. Analysis showed the product to contain, among other substances, approximately ⅛ grain morphin sulphate to each fluidounce, with alcohol, sugar, Rochelle salts and vegetable extractives, and indications of santonin. Falsely, fraudulently and misleadingly advertised. Fine, $50 and costs.—[*Notice of Judgment No. 5453; issued April 5, 1918.*]

Radway's Sarsaparillian.—This product (alcohol 16.5 per cent.) was reported to be essentially a watery-alcoholic solution of sugar, potassium iodid, arsenic, a trace of alkaloids and certain plant substance. It was sold as a cure for cancer, falling of the womb, paralysis, diabetes, consumption, leucorrhea, etc. These claims were declared false and fraudulent. Radway & Co. of New York, the defendant, was fined $50.—[*Notice of Judgment No. 4179; issued April 29, 1916.*]

Raney's Blood Remedy.—This preparation was manufactured by Leila J. Raney of Atlanta, Ga., who did business under the name of Raney Medicine Co. The government chemists reported that analysis showed the product to be a solution of potassium iodid ("potash") and corrosive sublimate in syrup of sarsaparilla with 16 per cent. alcohol. It was sold under the claim that it was a "cure" for cancer, pellagra, catarrh, female complaints and rheumatism and as a remedy for carbuncles, eczema, diseases of the kidneys, all blood and nerve diseases and was, in addition, a nerve tonic and a nerve rebuilder. These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. Leila J. Raney was fined $50.—[*Notice of Judgment No. 4436; issued Oct. 16, 1916.*]

Rattlesnake Oil Liniment.—The federal authorities seized 51 bottles of "White Eagle Indian Rattlesnake Oil Liniment" charging that the product was misbranded under the Food and Drugs Act. The name was declared misleading in that it purported to state that the product contained rattlesnake oil, whereas, in fact it contained no appreciable amount, if any, of such oil. The claims on the trade package that the stuff was a positive cure for rheumatism, catarrh, diphtheria, eczema and various other conditions were declared false and fraudulent. No claimant having appeared, the court entered judgment of condemnation and forfeiture and ordered that the United States marshal should destroy the product.—[*Notice of Judgment No. 4442; issued Oct. 16, 1916.*]

Renne's Pain Killing Oil.—This was another preparation put out by James F. Ballard of St. Louis, who in this case did business under the trade name "Dr. Herrick Family Medicine Co." The chemists of the Bureau of Chemistry declared that analysis showed it to be essentially a water-alcohol solution of sassafras oil and cayenne pepper containing 78.6 per cent. alcohol and 4 per cent. volatile oils. There were also indications that the stuff contained a little mustard oil and soap. The government charged Ballard with falsely and fraudulently claiming, in reckless and wanton disregard of the truth of the statements, that this stuff was a reliable remedy for cholera, diphtheria, rheumatism, croup and a number of other conditions. Ballard was fined $10 and costs.—[*Notice of Judgment No. 4400; issued Sept. 12, 1916.*]

Rosadalis.—Hall & Ruckel, New York City, sold this preparation which, according to government chemists was essentially a water-alcohol solution containing over 32 per cent. alcohol and 2.8 grams per 100 c.c. of potassium iodid and a cathartic drug. It was sold under the claims that it would cure all malarial impurities of the blood, consumption in its early stages, rheumatism, "female diseases," chronic diseases of the blood, liver, kidneys and bladder. These claims were declared false and fraudulent and made recklessly and knowingly. The company was fined $25.—[*Notice of Judgment No. 4505; issued Feb. 8, 1917.*]

Russia Salve.—This preparation, marketed by Redding & Co., Boston, Mass., was sold as a cure for conditions ranging from "cancers" to "mosquito bites" and from "swelled nose" to "ingrowing nails." The government declared that the curative claims were false, misleading and fraudulent. The Williams Manufacturing Co. of Cleveland, Ohio, appeared as claimant and admitted the allegations in the libel. The court permitted the product to be turned over to them after the cost of the proceedings had been paid and a bond of $2,000 executed, by which the company bound itself to remove all the labels and replace them with cartons and circulars that should meet the approval of the Department of Agriculture.—[*Notice of Judgment No. 4301; issued Aug. 8, 1916.*]

Sayman's Vegetable Liniment Compound.—"Sayman's Vegetable Compound" was prepared and sold by one Thomas M. Sayman, St. Louis. Some of the claims made for it were:

"This preparation is a valuable remedy for the treatment of the following diseases: . . . Deafness . . . Fever and Ague, Congestive chills."

"This preparation is a valuable remedy for the treatment of the following diseases: Rheumatism . . . Croup, Whooping Cough, Diphtheria . . . Inflammation of the kidneys . . . Dysentery, Bloody Flux . . . Goiter . . ."

In addition, it was recommended for bites from rabid dogs, painful menstruation, granulated eyelids, sore nipples, toothache and chilblains. The chemists of the department reported that analysis "showed the product to be essentially a hydro-alcoholic solution of camphor, chloroform, capsicum, oil sassafras, ammonia and plant extractive; it contained 62.0 per cent. by volume of alcohol, and 18.85 minims per fluidounce of chloroform; the presence of turpentine was indicated." The therapeutic claims for the stuff were declared false and fraudulent. Sayman was fined $50 and costs.—[*Notice of Judgment No. 4128; issued Feb. 25, 1916.*]

Russell's White Drops.—The Russell Medicine Company, Providence, R. I., manufactured Russell's White Drops. The nostrum contained, among other things, both alcohol and codein. It was sold under the following claims:

"Warranted to be free from any injurious effects or drug forming habits. . . ."

"A safe and effectual remedy for babies and children teething."

"An invaluable remedy for the relief and cure of wind colic, acidity of the stomach, diarrhea, dysentery, restlessness, etc., in children teething."

"Harmless and effectual."

The label of this "baby killer" admitted the presence of 10 per cent. alcohol and codein ¼ grain to each fluidounce, but the admission was, according to the government's report, in inconspicuous type. Misbranding was alleged for the reason that the true amount of alcohol and codein was not given, the nostrum containing more than 10 per cent. alcohol and a much larger quantity of codein than that admitted on the label. Misbranding was further alleged because of the false and fraudulent claims made on the label of the stuff. No one appeared in defense of this wretched nostrum and the court ordered the stuff destroyed.—[*Notice of Judgment No. 3154; issued Sept. 11, 1914.*]

Schuh's Yellow Injection and Schuh's White Mixture.—Schuh Drug Co., Cairo, Ill., put both these products on the market. The first was sold under the claim that it was "a Speedy Cure for Gonorrhea and Gleet. Cures in 3 to 5 days." The federal chemists reported that Schuh's Yellow Injection was an aqueous solution of boric acid, carbolic acid and berberin. The government charged, naturally, that the therapeutic claims made for this nostrum were wantonly and recklessly false and fraudulent. The second preparation, "Schuh's White Mixture," also was analyzed by the government chemists who reported that it was a mixture of mucilage of tragacanth, balsam of copaiba, and probably sandalwood oil, flavored with cassia. This stuff was sold as "a Safe and Certain Cure for Gonorrhea and Gleet. Cures in 3 to 5 days" and other similar claims. These, of course, were declared false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The Schuh Drug Company pleaded guilty and was fined $10 and costs. —[*Notice of Judgment No. 4396; issued Sept. 12, 1916.*]

Sensapersa.—This product was marketed by one Stephen Britton of New York City, who did business as the Brown Export Co. "Sensapersa," according to the government chemists, consisted of purple colored tablets containing asafetida, cannabis indica, and a drug containing a mydriatic alkaloid such as hyoscyamus. It was falsely and fraudulently represented to be a cure for "nervous trouble" and a remedy for neurasthenia, nervous prostration, nervous debility, etc. Britton was fined $50.—[*Notice of Judgment No. 4984; issued Jan. 30, 1918.*]

Sherman's Compound Prickly Ash Bitters.—The Prickly Ash Bitters Co. of St. Louis, Mo., were the sole proprietors of "Dr. B. F. Sherman's Compound Prickly Ash Bitters," which the government declared misbranded. The product, which contained 20 per cent. alcohol, was recommended in wineglassful doses three times a day or less but was declared to be "not an intoxicating beverage!" The government chemists reported that in addition to the alcohol, buchu was indicated and emodin present, but alkaloids were absent. It was sold as an effective remedy for Bright's disease, dropsy, diabetes, inflammation of the bladder, gallstones, leukorrhea, irregular periods, incontinence, retention and suppression of urine, for malignant diseases of the kidney and for various other conditions equally serious. The claims were declared recklessly and wantonly false and fraudulent. The company was fined $10 and costs.—[*Notice of Judgment No. 4455; issued Nov. 13, 1916.*]

Shoop's Diphtheria Remedy and Dr. Shoop's Preventics.—Dr. Shoop's Laboratories, a "patent medicine" concern of Racine, Wis., was made defendant. The "Diphtheria Remedy" was reported "to consist of sugar syrup with a very small amount of soluble chromate, glycerin, and salicylic acid." The claim that it was a cure for diphtheria was declared false and fraudulent. The "Dr. Shoop's Preventics" was reported to be "a tablet containing a small amount of unidentified vegetable extractive matter." It was sold as a "preventive of colds, fevers, grippe and pneumonia"; these claims were declared false and fraudulent. The defendant was fined $50. [*Notice of Judgment No. 4186; issued April 29, 1916.*]

Shoop's Night Cure, Cough Remedy and Restorative.—"Dr. Shoop's Night Cure," "Dr. Shoop's Cough Remedy" and "Dr. Shoop's Restorative" are among the many nostrums put on the market by "Dr. Shoop's Laboratories," Racine, Wis. The following claims were made for Dr. Shoop's Night Cure:

"Dr. Shoop's Night Cure will promptly cure Ulceration, Inflammation or Congestion of the Womb, Leucorrhoea, painful Ovaries, falling of the Womb, irregular or painful Menstruation and all diseases or weakness of women. Will cure lacerated or torn Cervix (due to childbirth), Dropsy of the Uterus. Will prevent and cure Ovarian and other tumors when used early and faithfully, including cancerous conditions."

The "Night Cure" was a suppository. Analyzed by the federal chemists, it was reported to be made largely of cacao butter, with zinc carbonate, zinc sulphate and boric acid present. The government charged that the claims quoted above were false and fraudulent and applied knowingly in reckless and wanton disregard of their truth or falsity.

"Dr. Shoop's Cough Remedy" was analyzed by the federal officials who reported that the stuff was "a syrup containing ammonium benzoate and probably white pine tar and gum." Claims were made on the trade package that would lead the purchaser to believe that the preparation was effective as a cure for consumption. These claims the government charged were false and fraudulent and made knowingly.

"Dr. Shoop's Restorative" was sold under such claims as:

". . . for the cure of all diseases of the stomach, liver, kidneys and blood."
"Cures . . . Bright's disease, diabetes . . ."
"The little child . . . who was suffering with Gastritis, is well. The Restorative has . . . made a perfect cure."

The federal analysts reported that examination of Dr. Shoop's Restorative showed it to contain 10 per cent. of alcohol and 26.9 per cent. of solids with benzoic acid, berberin, hydrastin and sugar present; ash containing iron, sodium, potassium, chlorids, sulphates and phosphates and indications of plant extractive matter. The claims quoted above were, the government officials charged, both false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. The company pleaded guilty on all three charges and was fined $150.—[*Notice of Judgment No. 3972; issued Oct. 21, 1915.*]

Simpson's Vegetable Compound.—"Dr. Simpson's Vegetable Compound" was put on the market by the "Dr. A. B. Simpson Co." of Richmond, Ind., which was merely a trade name under which Thomas C. Davis and Eva J. Cole did business. In spite of this, the cartons of the nostrum bore the following statement:

"The undersigned, citizens of Richmond, take pleasure in saying that we are acquainted with Dr. A. B. Simpson, and for the sake of suffering humanity we cheerfully recommend him and his treatment. Wm. H. Schlater, Clerk Circuit Court. S. S. Strattan, Treasurer Wayne Co., T. W. Bennett, Mayor of Richmond, Jos. P. Iliff, Chief of Police, Thos. C. Davis, Ag't U. S. Express Co. P. C. Graff, Ag't Adams Express Co."

The preparation was sold as a specific for erysipelas, all diseases of the skin, inflammatory rheumatism, scald head, salt rheum and tetter. The chemists of the Department of Agriculture reported that the stuff was essentially an alcohol-water solution of potassium iodid, with a small amount of vegetable extractive, in which podophyllum, licorice and gentian were indicated. The therapeutic claims were declared false and fraudulent while, in addition, misbranding was charged because the amount of alcohol present was not truthfully stated and because further a solution of potassium iodid cannot properly be called a "Vegetable Compound." Eva J. Cole was fined $25 and costs.—[*Notice of Judgment No. 4363; issued Sept. 12, 1916.*]

Singleton's Eye Ointment.—This is a British nostrum. It was analyzed by the chemists of the British Medical Association in 1909 who reported it to be essentially a mixture of lard, Japan wax and purified cocoanut oil with 4 per cent. of beeswax and 7.4 per cent. of red mercuric oxid.—(*Modified from The Journal A. M. A., Jan. 17, 1920.*)

Stanley's Snake Oil Liniment.—Clark Stanley of Providence, R. I., sold this stuff. It was found by the federal chemists to be nothing more marvelous than a light mineral oil mixed with about 1 per cent. of fatty oil (probably beef fat), red pepper and possibly a trace of camphor and turpentine. It was falsely and fraudulently represented as a remedy for rheumatism, neuralgia, sciatica, sore throat and bunions, and as a cure for partial paralysis and effective to kill the poison from bites of animals, insects or reptiles. Stanley was fined $20.—[*Notice of Judgment No. 4944; issued Oct. 17, 1917.*]

Stuart's Calcium Wafers.—These are made by the F. A. Stuart Company, Marshall, Mich. Specimens purchased by the A. M. A. Chemical Laboratory in 1908 and 1915 when analyzed were found to contain calcium sulphid, aloes (or aloin) and strychin. The *Quarterly Bulletin* of the State Board of Health of New Hampshire for January, 1916, reported the case of a sixteen months old child who swallowed a number of "Stuart's Calcium Wafers." The child was seized with convulsions and died. Analysis of the organs revealed the presence of strychnin. According to the report each "wafer" was found to contain approximately 1/120 grain of strychnin. Yet this preparation was described by its manufacturers as "a perfectly safe remedy" and containing "no poisonous ingredients"! The A. M. A. Laboratory made another analysis of these wafers in 1918; the chemists were unable to detect the presence of strychnin.

MISBRANDED.—F. A. Stuart Co., Inc., Marshall, Mich., shipped in interstate commerce quantities of a nostrum labeled "Stuart's Calcium Wafers." Some of the claims made for the product were:

". . . the preparation is perfectly harmless."
"Children may take it with freedom and their delicate organisms thrive with its use."
"Containing no poisonous ingredients."
"A perfectly safe remedy."
"It can be safely used by any person, man, woman or child with the assurance that no possible injury can result from its use."

These claims with others were declared false and misleading, in that Stuart's Calcium Wafers were not harmless but "did contain a poisonous ingredient, to wit, strychnin." In addition, certain curative claims were made for the stuff, among which were:

"For Eruptions Scrofula . . . Constipation Humor Liver Troubles . . . And all disorders and symptoms arising from impure blood."
"The most powerful blood purifier known."
"Skin diseases are relieved when the blood is charged with this great eradiçator."

"Will infuse renewed energy and strength into the exhausted nerves."

"Containing in concentrated form all the elements to repair nerve tissue and depleted blood."

These claims and others of similar tenor were declared by the federal authorities false and fraudulent in that "Stuart's Calcium Wafers" were "incapable of producing the curative and therapeutic effects claimed therefor." As no one appeared to claim the property, the court entered judgment of condemnation and forfeiture and ordered that it should be destroyed.—[*Notices of Judgment Nos. 4773, 4774, 4775 and 4782; issued June 13, 1917.*]

Sulferro-Sol.—Shipped in November, 1917, by the Sulferro-Sol Co., Inc., Birmingham, Ala. Falsely and fraudulently represented as a remedy for pellagra, kidney and bladder trouble, rheumatism, tuberculosis of the bone, etc. Court entered judgment of condemnation and forfeiture and ordered that the product be destroyed.—[*Notice of Judgment No. 6087; issued July 3, 1918.*]

Succus Cineraria Maritima.—The Walker Pharmacal Company, St. Louis, put out this preparation under the claim that it was a remedy for cataract and other opacities of the eye and for iritis; also, a cure for senile cataract, trachoma and secondary opacity. The stuff was analyzed by the federal chemists who reported that "Succus Cineraria Maritima" was essentially a watery solution of glycerin, boric acid and vegetable drug extractives carrying tannin-like bodies. The government charged that the claims made that this preparation would cure cataract, etc., were false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The Walker Pharmacal Company was fined $10 and costs.—[*Notice of Judgment No. 4508; issued Feb. 8, 1917.*]

Sullivan's Sure Solvent.—Dr. Sullivan's Sure Solvent is manufactured by the Dr. Sullivan Sure Solvent Co., Buffalo, N. Y., and St. Catherine's, Ont. A consignment of the preparation, shipped in interstate commerce, was seized by the federal authorities on the charge that it was misbranded under the Food and Drugs Act. The stuff, which contained 9 per cent. alcohol, bore the following claims on the labels and shipping cases:

"Gives the most rapid cure of those suffering from the abusive use of alcoholic beverages."

"Cures all kidney, stomach and liver troubles."

"The only remedy in the world today that positively will cure rheumatism and kidney trouble."

"If a tumor is growing, a cancer developing . . . Sullivan's True Solvent will disperse it for good."

Misbranding was alleged because of the false, misleading and fraudulent statements regarding the curative properties of this nostrum. The company did not appear to defend the suit and judgment of condemnation and forfeiture was entered, the court ordering that the product be destroyed.—[*Notice of Judgment No. 3130; issued Sept. 11, 1914.*]

Sloan's Liniment.—Sold by Dr. Earl S. Sloan (Inc.), Philadelphia. Analysis showed the preparation to be a reddish liquid containing essentially turpentine, a light oil having the characteristics of kerosene or coal oil, oil of sassafras, oleoresin of capsicum with indications of pine oil. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5659; issued May 3, 1918.*]

Sulphurro.—Shipped by the C. M. C. Stewart Sulphur Co. (Inc.), Seattle. Analysis showed the stuff to contain about 4 grams of sulphur to each 100 c.c. and about 1½ grams of calcium to each 100 c.c. Falsely and fraudulently advertised. Fine, $150.—[*Notice of Judgment No. 5594; issued April 15, 1918.*]

Simpson's Cerebro-Spinal Nerve Compound.—Shipped by Chas. M. Simpson, trading as Dr. C. M. Simpson's Medical Institute, Cleveland, Ohio. Analysis showed the product to consist principally of alcohol, bromid, ammonium carbonate, and organic matter. Falsely and fraudulently advertised. Fine, $200 and costs.—[*Notice of Judgment No. 5526; issued April 10, 1918.*]

Sayman's Healing Salve and Vegetable Wonder Soap.—Shipped by Thos. M. Sayman, St. Louis. Analysis showed the "Healing Salve" to contain chiefly petrolatum, zinc, boric acid, and camphor, with traces of a tarry oil. Analysis of the "Vegetable Wonder Soap" showed it to be a cold-process cocoanut oil soap. Both products falsely and fraudulently advertised. Fine, $40 and costs.—[*Notice of Judgment No. 5560; issued April 15, 1918.*]

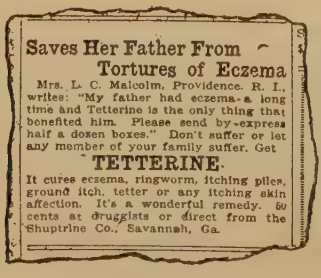
St. Joseph's Quick Relief.—The Gerstle Medicine Co., Chattanooga, Tenn., shipped this stuff in interstate commerce. "St. Joseph's Quick Relief," when analyzed by the federal chemists, was found to contain 32 per cent. alcohol with Peru balsam, camphor and red pepper. The claim was made in the trade package that the preparation was an effective and quick remedy for colic, cholera morbus, dysentery, diarrhea, neuralgia, headache, toothache, earache and various other aches. These claims the government declared recklessly false and fraudulent. The company "entered its submission to the information" and was fined $37.50 and costs.—[*Notice of Judgment No. 4939; issued Oct. 17, 1917.*]

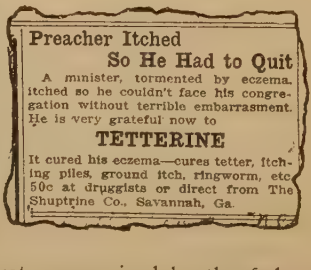
Tetterine.—This ointment, put out by the Shuptrine Company of Savannah, Ga., was sold under such claims as:

"Tetterine, a marvelous remedy for . . . Tetter, Eczema . . . and all contagious, itching Eruptions."

"The greatest of Skin Remedies in Household Use."

"It is impossible to enumerate the great number of skin disorders for which Tetterine is a most pleasant panacea."


Saves Her Father From
Tortures of Eczema
Mrs. L. C. Malcolm, Providence, R. I., writes: "My father had eczema a long time and Tetterine is the only thing that benefited him. Please send by express half a dozen boxes." Don't suffer or let any member of your family suffer. Get
TETTERINE
It cures eczema, ringworm, itching piles, ground itch, tetter or any itching skin affection. It's a wonderful remedy. 50 cents at druggists or direct from the Shuptrine Co., Savannah, Ga.


Preacher Itched
So He Had to Quit
A minister, tormented by eczema, itched so he couldn't face his congregation without terrible embarrassment. He is very grateful now to
TETTERINE
It cured his eczema—cures tetter, itching piles, ground itch, ringworm, etc. 50c at druggists or direct from The Shuptrine Co., Savannah, Ga.

Twelve dozen packages of this product were seized by the federal authorities who alleged that the claims made for Tetterine were misleading, false and fraudulent, and that the curative claims made constituted misbranding. The

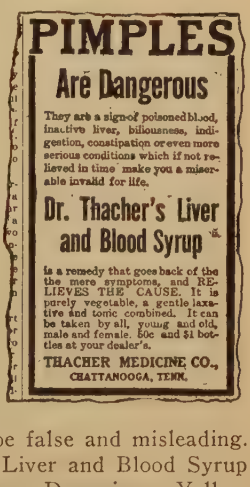
Shuptrine Company would neither admit nor deny the allegation of misbranding but consented to a decree of condemnation and prayed that it be allowed the privilege of reclaiming the product by giving bond. After the company had paid the costs and furnished a bond in the sum of $250, the United States marshal turned the 12 dozen packages over to it.—[*Notice of Judgment No. 3736; issued July 13, 1915.*]

Dr. Thacher's Cholera Mixture and Dr. Thacher's Amber Injection.—These preparations were sold by the Thacher Medicine Co. of Chattanooga. The "Cholera Mixture" was found to contain alcohol and morphin, in addition to a laxative drug, sugar and aromatics. It was declared misbranded because the correct amount of alcohol present was not stated on the label and it was falsely and fraudulently claimed to be an effective remedy for all cases of cholera, diarrhea, dysentery, etc., and as a remedy for ailments of teething children.

The "Amber Injection" was found to contain alcohol, opium and zinc sulphate to which acetic acid had been added. Apparently, the composition of this stuff varied, as examination of two samples showed different results. In neither case did the label bear the statement regarding the quantity or proportion of opium and alcohol as the law requires. Furthermore, it was falsely and fraudulently claimed that the stuff was a cure for gonorrhea, gleet, spermatorrhea, whites, etc. The company was fined $75 and costs.—[*Notice of Judgment No. 4838; issued Sept. 18, 1917.*]

Tweed's Liniment.—Shipped by Wm. L. Davis, manager of Tweed Liniment Co., Chelsea, Mass. Analysis showed it was essentially a water-alcohol solution of chloroform, ammonia, turpentine, sassafras oil, and fixed oils. Falsely and fraudulently advertised. Fine, $10.—[*Notice of Judgment No. 5536; issued April 10, 1918.*]

Taylor's Horehound Balsam.—Shipped by W. Scott Taylor, trading as the Taylor Drug and Chemical Co., Trenton, N. J. Analysis showed the preparation to contain 14.5 per cent. alcohol, 46.7 per cent. sugar, with chloroform, methyl salicylate, horehound, camphor and a trace of ipecac. Falsely and fraudulently advertised. Taylor pleaded guilty; sentence suspended.—[*Notice of Judgment No. 5214; issued Feb. 21, 1918.*]


PIMPLES
Are Dangerous
They are a sign of poisoned blood, inactive liver, biliousness, indigestion, constipation or even more serious conditions which if not relieved in time make you a miserable invalid for life.
Dr. Thacher's Liver and Blood Syrup
is a remedy that goes back of the the mere symptoms, and RELIEVES THE CAUSE. It is purely vegetable, a gentle laxative and tonic combined. It can be taken by all, young and old, male and female. 50c and $1 bottles at your dealer's.
THACHER MEDICINE CO.,
CHATTANOOGA, TENN.

Thacher's Liver and Blood Syrup.—This preparation, which admittedly contained 12½ per cent. alcohol, was sold by the Thacher Medicine Company, Chattanooga, Tenn. The claims made by the company that the stuff contained no aloes but contained potassium iodid and sarsaparilla combined with May apple, gentian, juniper berries, buchu leaves, dandelion root and yellow dock root were declared by the government to be false and misleading. It was further claimed by the company that Thacher's Liver and Blood Syrup would "cure All Liver Complaints, Biliousness, Costiveness, Drowsiness, Yellow Jaundice, and All Liver Complaints, Impure or Bad Blood including Scrofula, Salt Rheum, Erysipelas, Pimples, and All Diseases of a Syphilitic Character, Also Loss of Appetite, Dyspepsia, Sour Stomach, Sleeplessness, Pains in Back and Sides, Sick Headache . . ." Naturally, the government declared these claims misleading, false and fraudulent. As no claimant appeared for the property, the court ordered that it should be destroyed by the United States marshal.—[*Notice of Judgment No. 4351; issued Sept. 12, 1916.*]

"Thomas Pennyroyal Pills," "Bick's Pine Tar Honey," "Bick's Pile Remedy," "Bick's Nerve Tonic," "Bick's Laxative Syrup" and "Arthur's Sexual Tablets." —The Palestine Drug Co. of St. Louis, Mo., shipped in interstate commerce quantities of "Thomas Pennyroyal Tansy and Cotton Root Pills," "Arthur (Bick's) Pine Tar Honey Horehound and Wild Cherry," "Bick's Quick Pile Remedy," "Bick's Nerve and Brain Tonic," "Bick's Laxative Syrup of Figs with Syrup of Pepsin" and "Arthur's Sexual Tablets," which were misbranded.

"Pennyroyal Pills" were reported by the government chemists to contain ferrous sulphate ("green vitriol") with small amounts of pennyroyal and tansy and plant extractives and tissues. The claim that these pills were a certain and effectual remedy for suppression of the menstrual functions was knowingly, recklessly and wantonly false and fraudulent.

The "Pine Tar Honey" preparation was reported by the government chemists to be a water-alcohol solution of sugar, ammonium chlorid, potassium acetate, salicylic acid, chloroform, a very small amount of tartrate (possibly Rochelle salts), a laxative plant drug, a very minute quantity of unidentified alkaloid-bearing drugs, pine tar, and unidentified plant extractives. The claims that the stuff was an effective remedy for croup, whooping cough and influenza and a certain preventive of croup if used upon the appearance of the first symptoms as well as an effective treatment and relief of incipient consumption, influenza, whooping cough and measles were declared knowingly false and fraudulent.

The "Pile Remedy," according to the government chemists, was essentially a mixture of white wax and vaseline with glycerin, carbolic acid and salicylic acid and an indication of alkaloids. The claim that it was an effective remedy for all kinds and forms of piles was declared false and fraudulent.

The "Nerve and Brain Tonic" was sold under the claims that it would instantly relieve nervous prostration, female weakness, heart trouble, loss of brain power, nervous debility, constipation, etc. The government chemists reported that the product was essentially a mixture of reduced iron (15.78 per cent.), chalk (20.47 per cent.) sugar, resinous material similar to podophyllin, laxative plant drugs (aloes among them), buchu, powdered pepper, cinnamon, cayenne pepper and a small amount of pepsin. Of course, the therapeutic claims were declared wantonly false and fraudulent.

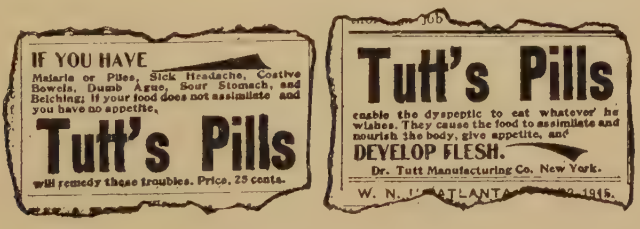
The "Laxative Syrup of Figs with Syrup of Pepsin" was analyzed by the federal chemists who reported that analyses of two samples showed a possible trace of pepsin in one of them and an absence of pepsin in the other. The chemists reported that the preparation was essentially a sweetened cathartic flavored with cinnamon and containing between 6 and 7 per cent. alcohol. The stuff was declared misbranded because of the inferential claim that it contained an appreciable amount of pepsin which, as a matter of fact, it did not, and because of the false and fraudulent claims that the stuff was a perfect remedy for malaria, kidney troubles, all bodily aches and pains, blood diseases and other things.

The "Sexual Tablets" were analyzed by the federal chemists whose report shows that they were practically identical with the tablets sold as "Nerve and Brain Tonic." The claims that the "Sexual Tablets" would restore lost manhood or sexual power, that it was a remedy for seminal weakness and nervous prostration, that it was a blood purifier and would instantly relieve asthma and catarrhal troubles were declared wantonly and knowingly false and fraudulent. The company pleaded guilty to all these charges and was fined $45.—[*Notice of Judgment No. 4507; issued Feb. 8, 1917.*]

"Thorn's Copaiba and Sarsaparilla" and "Tarrant's Cubebs and Copaiba."—The Tarrant Co., New York City, shipped in interstate commerce quantities of "Thorn's Compound Extract of Copaiba and Sarsaparilla" and "Tarrant's Compound Extract of Cubebs and Copaiba," both of which were declared misbranded under the Food and Drugs Act. Federal chemists reported that the former was essentially a mixture of copaiba and sarsaparilla extract. It was sold as a certain remedy for gonorrhea and gleet and as a remedy for pyelitis, whites, incipient stricture, affections of the kidneys and gravel. These claims were declared false and fraudulent. "Tarrant's Compound Extract," according to the federal chemists, consisted essentially of a mixture of copaiba and cubeb extract. It was sold under claims very similar to those made for the first-named preparation, claims which also were declared false and fraudulent. The company was fined $25.—[*Notice of Judgment No. 4473; issued Nov. 13, 1916.*]

Trafton's Balm of Life.—Myra B. Cyphers, St. Albans, Maine, shipped a consignment of this nostrum in February, 1913. It was labeled "Cures: Asthma, Colds, Bronchitis, Coughs, Croup And All Diseases Tending to Consumption, Costiveness, Dropsy, Dyspepsia, Headache, Female Weakness, Palpitation of the Heart, Humors, Loss of Appetite, Poor Blood and General Debility." Analysis by the Bureau of Chemistry revealed 9.75 per cent. of alcohol by volume, with iodids and a few unidentified ingredients. The curative claims were declared false and fraudulent, and the court, on July 3, 1915, imposed a fine of $10.—[*Notice of Judgment No. 4142; issued April 19, 1916.*]

Tubbs' Bilious Man's Friend.—The Tubbs Medicine Company, River Falls, Wis., shipped a quantity of "Tubbs' Bilious Man's Friend" in August, 1916. In March, 1918, an information was filed against the concern charging that the product was misbranded. The Bureau of Chemistry reported that analysis showed the preparation to be a water-alcohol solution of sugar and plant extractives (rhubarb) with a very small amount of aromatics. The preparation was falsely and fraudulently advertised as a remedy for liver and kidney troubles, rheumatism, backache, indigestion, scurvy, worms, piles, malaria, and as a preventive of appendicitis and rheumatism. It was further misbranded in that the label declared the presence of 20 per cent. alcohol when, as a matter of fact, the product contained only 13.2 per cent. of alcohol. In July, 1918, the company pleaded guilty and was fined $100.—[*Notice of Judgment No. 6461; issued Oct. 18, 1919.*]


IF YOU HAVE
Malaria or Piles, Sick Headache, Costive Bowels, Dumb Ague, Sour Stomach, and Belching; if your food does not assimilate and you have no appetite,
Tutt's Pills
will remedy these troubles. Price, 25 cents.
Tutt's Pills
enable the dyspeptic to eat whatever he wishes. They cause the food to assimilate and nourish the body, give appetite, and
DEVELOP FLESH.
Dr. Tutt Manufacturing Co. New York.

Tutt's Pills.—The Dr. Tutt Manufacturing Company of New York was a trade name used by Brent Good, Harry H. Good and Susan H. Hoyt. Tutt's Pills, put out by this concern, were analyzed by the federal chemists who reported that they consisted mainly of sugar, aloes, starch and calomel. The nostrum was sold under claims to the effect that it was "a remedy for intermittent and remittent fevers, dropsy, dysentery, diseases of the kidneys and bladder, and all disorders that arise from a diseased liver or impure blood; and effective for relieving painful menstruation, and effective for preventing

morning sickness peculiar to females." These claims, the federal authorities charged, were "false and fraudulent" and applied "knowingly and in disregard to their truth or falsity." Brent Good, Harry H. Good and Susan H. Hoyt pleaded guilty and each was fined $10.—[*Notice of Judgment No. 3788; issued July 13, 1915.*]

Tucker's Fever Drops and Tucker's Diapho No. 59 Retic Compound.—Harrison A. Tucker, Brooklyn, N. Y., manufactured and sold "Dr. H. A. Tucker's Fever Drops" and "Dr. H. A. Tucker's Diapho No. 59 Retic Compound." According to government chemists, the "Fever Drops" were essentially a water-alcohol solution of camphor, opium, glycerin and ipecac, containing 29 per cent. alcohol and 1.7 minims of the tincture of opium to the fluid ounce. It was sold under the claim that when used in conjunction with the other nostrum, "No. 59 Compound," it was a cure for catarrh, whooping cough, all pulmonary affections, measles, chicken pox, diphtheria, cholera infantum, etc. These claims the government declared were knowingly, recklessly and wantonly false and fraudulent. The other product, "Diapho No. 59 Retic Compound," was analyzed by the federal chemists, who reported that it was a water-alcohol solution of the oils of cinnamon, cajuput and anise, containing also cayenne pepper and possibly a trace of lobelia ("Indian tobacco"). This was sold under the claim that it would cure grip and malaria, would prevent pneumonia and consumption; was a sure cure for sciatic rheumatism and was a valuable remedy in malaria, dysentery, asthma and paralysis. These claims were declared to be false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. Tucker pleaded guilty and was fined $25.—[*Notice of Judgment No. 4411; issued Oct. 16, 1916.*]

Turpentine Man's, or Tydings' Remedy.—Charles Tydings and Edith Tydings, copartners who did business under the firm name of Charles Tydings & Co., Ocala, Fla., shipped in interstate commerce a quantity of "Turpentine Man's or Tydings' Remedy." This preparation, according to the federal chemists, was a glucose syrup containing potassium iodid, alcohol, and traces of salicylic acid, phosphates, calcium and an alkaloid. The claims made that it would eradicate cancerous growths and cure salt rheum, catarrh, female diseases, etc., were declared false and fraudulent and applied knowingly in reckless and wanton disregard of their truth or falsity. Misbranding was further alleged because the quantity or proportion of the alcohol in the nostrum was not declared on the label. The concern pleaded guilty and was fined $5 and costs.—[*Notice of Judgment No. 4832; issued Sept. 18, 1917.*]

Twentieth Century.—This preparation was marketed by one Eva J. Powell of Findlay, Ohio, who traded under the name of the Twentieth Century Remedy Co. It consisted of a powder and a solution, the latter, according to the government chemists, being essentially a mixture of water, glycerin, lead and zinc sulphates, nitrates, and a small quantity of perfume. It was falsely and fraudulently represented to be a cure and preventive of gonorrhea and gleet. Eva J. Powell was convicted of misbranding and ordered to pay the costs of the proceedings.—[*Notice of Judgment No. 4982; issued Jan. 30, 1918.*]

Dr. A. Upham's Valuable Electuary.—Shipped about October, 1916, by John Green Hall and Augustus Steele Hall, copartners, trading as J. G. & A. S. Hall, Oxford, N. C. Analysis showed the preparation to be a tablet composed essentially of cream of tartar, potassium nitrate, resins, sugar, sulphur, gum and vegetable extractives. Falsely and fraudulently represented as an infallible remedy for internal, external, blind and bleeding piles, and as a remedy for all

affections of the bowels, liver complaint, dyspepsia, etc. It was also fraudulently represented as a remedy for paralysis, apoplexy and measles, and as a cure for tumors, inflammation of the stomach, kidneys, etc. Fine, $100 and costs, imposed June, 1918.—[*Notice of Judgment No. 6349; issued May 10, 1919.*]

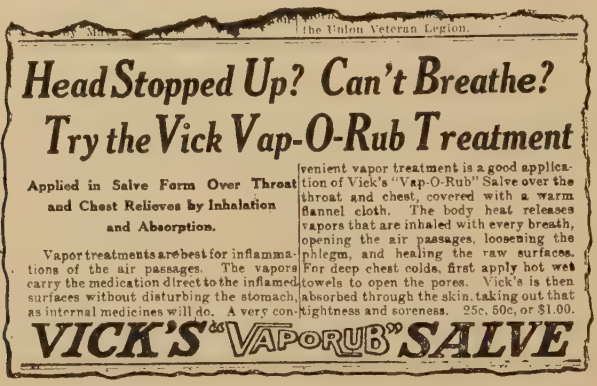
Urol.—Shipped by Joseph C. Ligeour and Chesleigh A. Holtzendorf, who traded as the Standard Chemical Co., Fitzgerald, Ga. Analysis showed that Urol was a solution of volatile oils in balsam. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5085; issued Jan. 29, 1918.*]

Varnesis.—This stuff used to contain 18 per cent. alcohol and, according to the state chemists of Connecticut, "less than 1 per cent. vegetable extractives chiefly derived from emodin-yielding (laxative) drugs and capsicum (cayenne pepper)." The preparation as now put on the market contains 15 per cent. alcohol. The manufacturers used to claim in the trade package (and the claims in all trade packages of "patent medicines" are subject to the federal Food and Drugs Act) that the preparation was a "Great Stomach and Rheumatic Remedy." These claims have now disappeared. The claim used to be made that "Varnesis has cured and is today curing hundreds;" this claim has also disappeared. It used to be "the most perfect combination of roots and herbs ever put together;" but it is so no longer. It used to be said: "Varnesis corrects all disorders of the stomach and restores vigor to all the organs of the body . . . Varnesis stimulates, purifies and enriches the blood, soothes the nerves and gives the vigor of youth . . . Varnesis restores sleep." All of these claims have been abandoned. "Varnesis" is sold as a cure for rheumatism and the directions state that it should be taken six times a day two tablespoonfuls to the dose. As "Varnesis" contains 15 per cent. alcohol, this means that the person taking it according to these directions is getting as much alcohol as he would obtain from the consumption of a half-pint of raw whisky every four and one-half days; or, to put it another way, it is the alcohol equivalent of about twelve bottles of beer a week.—(*From The Journal A. M. A., Aug. 18, 1917.*)

Velcas, Dr. Franklin's Restorative Tablets.—The Dr. Richards Dyspepsia Tablet Association of New York shipped a quantity of this nostrum into Porto Rico in April, 1916. The product consisted of purple tablets and orange-colored granules. The Bureau of Chemistry analyzed a specimen and found the tablets to contain, essentially, ferrous and potassium salts of sulphuric and carbonic acids, quinin, emodin (apparently from cascara), talc, sugar, and wintergreen flavor. The laxative granules used in connection consisted essentially of aloes, podophyllum, strychnin, and brucin, with traces of scammony. On the labels and accompanying circular the stuff was represented as a remedy for diseases of the blood and nerves, and as a cure for various disorders, including anemia, chronic catarrh, scrofula, diseases of the heart, rheumatism, sciatica, ulcers, certain classes of paralysis, and syphilitic affections; and effective as a remedy for hysteria, partial paralysis, locomotor ataxia, erysipelas, loss of memory, epilepsy, tuberculosis, etc. These claims were declared false and fraudulent and in January, 1918, the court imposed a fine of $25.—[*Notice of Judgment No. 6018; issued June 17, 1918.*]

Victor Injection, No. 19 Compound, No. 6 Compound.—Shipped by the Victor Medicine Co., St. Louis. Analyses showed "Victor Injection" to be an aqueous solution of ichthyol; "No. 19 Compound" and "No. 6 Compound" to be essentially milk sugar. All three products falsely and fraudulently advertised. Fine, $600.—[*Notice of Judgment No. 5124; issued Jan. 29, 1918.*]

Vick's Vap-O-Rub.—This product is a simple salve, and in general, the advertising is more conservative than is common to products of this type. The Louisiana chemists reported that Vaporub appears to be a mixture of yellow vaseline, which comprises more than three fourths of the salve, the remainder consisting of camphor, menthol and oils of thyme, eucalyptus and turpentine.—*(From The Journal A. M. A., April 6, 1918.)*


the Union Veteran Legion.
Head Stopped Up? Can't Breathe?
Try the Vick Vap-O-Rub Treatment
Applied in Salve Form Over Throat and Chest Relieves by Inhalation and Absorption.
Vapor treatments are best for inflammations of the air passages. The vapors carry the medication direct to the inflamed surfaces without disturbing the stomach, as internal medicines will do. A very convenient vapor treatment is a good application of Vick's "Vap-O-Rub" Salve over the throat and chest, covered with a warm flannel cloth. The body heat releases vapors that are inhaled with every breath, opening the air passages, loosening the phlegm, and healing the raw surfaces. For deep chest colds, first apply hot wet towels to open the pores. Vick's is then absorbed through the skin, taking out that tightness and soreness. 25c, 50c, or $1.00.
VICK'S "VAPORUB" SALVE

V. I. G.—The Van Vleet-Mansfield Drug Co. of Memphis, Tenn., marketed "V. I. G.," which contained morphin. The government chemists analyzed it and reported that it was "an aqueous solution of glycerin, morphin, berberin, hydrastin and salicylic acid." It was sold under the claim that it was a "cure" for gonorrhea, gleet and leukorrhea and would prevent contagion when used immediately after connection. These claims were naturally declared recklessly and wantonly false and fraudulent. The company was fined $25 and costs.—[*Notice of Judgment No. 4423; issued Oct. 16, 1916.*]

Wastemo.—The Wastemo Chemical Co., Springfield, Ill., exploited this product "for pains, burns, aches, tonsilitis, neuralgia, headache, bronchitis, la grippe, pneumonia, rheumatism." A specimen from a shipment in March, 1913, was analyzed by the Bureau of Chemistry and found to be essentially "a mixture of water, oil of mustard, and camphor held in suspension by some emulsifying agent." The curative claims were declared false and fraudulent and on Sept. 3, 1915, the court imposed a fine of $100 and costs.—[*Notice of Judgment No. 4144; issued April 19, 1916.*]

Winslow's Soothing Syrup.—Information was filed against the makers of "Mrs. Winslow's Soothing Syrup," the Anglo-American Drug Company, on June 12, 1915, charging that the product was misbranded. The label declared the presence of 5 per cent. alcohol and one-tenth grain of morphin sulphate to each fluidounce together with oil of aniseed, carraway, coriander, jalap, senna and sugar syrup. The circular around the bottle contained among other statements the following:

"Mrs. Winslow's Soothing Syrup for children teething . . . is sure to regulate the bowels. Depend upon it, mothers, it will give . . . health to your infants. We have put up and sold this article for many years, and can say, in confidence, and truth . . . never has it failed in a single instance to effect a cure when used in time . . . This valuable preparation has been used with never failing success in thousands of cases . . . It . . . invigorates the stomach and bowels . . . and gives tone and energy to the whole system."

These claims the federal authorities declared "false and fraudulent" and made "knowingly and in reckless and wanton disregard of their truth or falsity." The company was fined $100.—[*Notice of Judgment No. 4110; issued April 19, 1916.*]

[NOTE.—"Mrs. Winslow's Soothing Syrup" no longer contains opiates. The company has, apparently, made up its mind that its old methods of doing business are out of joint with the times. The product now on the market is, apparently, a mixture of carminatives and laxatives.]

Watkins' Vegetable Anodyne Liniment, Female Remedy and Kidney Tablets.—Shipped by the J. R. Watkins Medical Co., Winona, Minn. Analysis showed the "Anodyne Liniment" to be essentially a water-alcohol solution of oleoresin capsicum, camphor, oil of sassafras, and opium. The "Female Remedy" was found to contain over 19 per cent. of alcohol and unidentified extractive matter bearing emodin. The "Kidney Tablets" appeared to contain buchu, oil of juniper, pichi, magnesium, calcium, potassium and carbonates and nitrates. All were falsely and fraudulently advertised. Fine, $30.—[*Notice of Judgment No. 5605; issued April 29, 1918.*]

Walker's Pain Destroyer.—This stuff was made and sold by Sarah Ann McDonald, who conducted her nostrum business under the name of Walker Medicine Co., St. Paul, Minn. It was sold as "a sure cure for Diphtheria and all Throat Diseases, Summer Complaint, Felons, Chilblains, Frost Bites, Neuralgia, and is remarkable in Rheumatism." The government chemists reported that analysis "showed that the product was an alcoholic solution of oil of mustard, chloroform, opium and collodion." The therapeutic claims were declared by the government to be false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. The further claim made for the stuff that it was "invaluable in the household and nursery and no danger whatever can ensue from an overdose, as there are no poisonous ingredients in the compound," was declared false and misleading in view of the fact that the stuff contained chloroform and opium. The defendant was fined $5.—[*Notice of Judgment No. 4353; issued Sept. 12, 1916.*]

Do You SUFFER With
HEADACHE
or NEURALGIA?
One trial of Megrimine is sufficient—your suffering will cease. For over a quarter of a century—
Dr. Whitehall's
MEGRIMINE
has been a Godsend to victims of all forms of headache and neuralgia.
Write at once for a trial box without cost.
THE DR. WHITEHALL MEGRIMINE CO.
62 N. Lafayette Street, South Bend, Ind

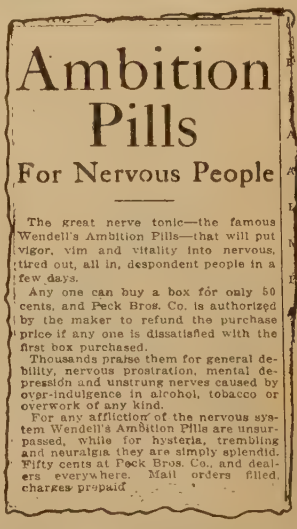
Whitehall's Megrimine.—The Dr. Whitehall Megrimine Co., South Bend, Ind., shipped in interstate commerce two batches of "Dr. Whitehall's Megrimine" which the government declared was misbranded. One of the batches was analyzed by the Bureau of Chemistry and reported to contain 211.88 grains of acetanilid to each avoirdupois ounce. Caffein and salol also were present. The average weight of the contents of one capsule was 5.66 grains. The second batch consisted of white capsules and pink capsules. The contents of the former, according to the analysis of the Bureau of Chemistry, were found to be a mixture of acetanilid (210.3 grains per avoirdupois ounce) caffein and salol. The average weight of the contents of one capsule was 6.24 grains. The pink capsules were found to contain antipyrin 98.03 per cent. and cayenne pepper. The government charged that the claim that these products were effective for

the relief of all forms of headache and neuralgia, were a stimulant and tonic for the nerves and for relieving nervous exhaustion was false and fraudulent and made knowingly and wantonly. The company was fined $50 and costs.—[*Notice of Judgment No. 4540; issued Oct. 16, 1916.*]

Wright's Indian Vegetable Pills.—The government filed a libel for seizure and condemnation of 1,080 packages of "Wright's Indian Vegetable Pills" charging that the claims made for them were false, fraudulent and misleading. The claims were to the effect that the pills would cure yellow fever, smallpox, erysipelas, consumption, cancer, venereal disease, paralysis, epilepsy and other conditions too numerous to mention. The government, on the other hand, charged that "in truth and in fact it was not of a medical nature such as would produce any such results and was entirely worthless for that purpose." The Wright's Indian Vegetable Pill Co., New York, admitted the allegations of the libel and the court permitted the product to be delivered to the company on payment of the costs of the proceedings and the execution of a bond in the sum of $250.—[*Notice of Judgment No. 4594; issued Nov. 13, 1916.*]

White Eagle's Indian Oil Liniment.—Shipped in January, 1917, by Aaron P. and Caroline McCarty, doing business as the White Eagle Medicine Co., Piqua, Ohio. Analysis showed the product to consist essentially of kerosene and a saponifiable oil, together with a small amount of oil of sassafras. Falsely and fraudulently represented to be a cure for diphtheria, hay-fever, goiter, deafness, rheumatism, etc. Fine, $50 and costs.—[*Notice of Judgment No. 6090; issued July 3, 1918.*]

Wine of Chenstohow.—Shipped in March, 1915, by A. Skarzynski & Co., Buffalo. Analysis showed the stuff to contain over 17 per cent. alcohol, nearly 10 per cent. reducing sugars, and small amounts of emodin. Falsely and fraudulently claimed to be a remedy for stomach affections, and a cure for general debility, loss of strength, piles, etc. Fine, $75.—[*Notice of Judgment No. 6125; issued Aug. 3, 1918.*]


Ambition Pills
For Nervous People
The great nerve tonic—the famous Wendell's Ambition Pills—that will put vigor, vim and vitality into nervous, tired out, all in, despondent people in a few days.
Any one can buy a box for only 50 cents, and Peck Bros. Co. is authorized by the maker to refund the purchase price if any one is dissatisfied with the first box purchased.
Thousands praise them for general debility, nervous prostration, mental depression and unstrung nerves caused by over-indulgence in alcohol, tobacco or overwork of any kind.
For any affliction of the nervous system Wendell's Ambition Pills are unsurpassed, while for hysteria, trembling and neuralgia they are simply splendid. Fifty cents at Peck Bros. Co., and dealers everywhere. Mail orders filled, charges prepaid

Wendell's Ambition Pills.—This "great nerve tonic" will, if one is to believe the advertisements, "put vigor, vim and vitality into nervous, tired-out, all-in, despondent people in a few days." The Louisiana chemists reported that each pill was found to contain a little over one-thirtieth of a grain of strychnin and about one-fifth of a grain of iron in the form of the sesquioxid (ferric oxid). Pepper, cinnamon and ginger were also found and what was probably aloes in very small amounts. These pills are sold at 50 cents a box, each box containing forty-two pills. Under our present lax methods of permitting almost any dangerous drug to be sold indiscriminately, provided it is in the form of a "patent medicine," it seems, from the Louisiana findings, that it is possible for any one to purchase enough strychnin in a single box of Wendell's Ambition Pills to kill an adult.—(*From The Journal A. M. A., April 6, 1918.*)

Williams Pink Pills.—This panacea "for pale people" has long been exploited for a wide assortment of ailments, although, as pointed out by one authority

who had analyzed it, the trade package instructions to take a laxative, bathe frequently, keep the bowels regular, and partake of a nutritious diet, probably produce any effects that may be observed, and the taking of the pills themselves might be omitted with no disappointment. The stuff is put out by the Dr. Williams Medicine Co., of Schenectady, N. Y. Government chemists who have analyzed it have reported that more than 37 per cent. of it was sugar, 13 per cent. iron sulphate, 11 per cent. potassium carbonate, 15 per cent. starch and 17 per cent. vegetable substance, with traces of talc and a small quantity of strychnin.

MISBRANDED.—In the Spring of 1915 the Government charged that a consignment of "Dr. Williams Pink Pills" that had been shipped from New York to Pennsylvania bore false and fraudulent claims, made knowingly and in reckless and wanton disregard of their truth or falsity. Among these claims were:

"For anemia . . . rheumatism, diseases of women; nervous disorders . . . neuralgia, sciatica, St. Vitus' dance . . . locomotor ataxia and partial paralysis . . . dyspepsia and chronic constipation. . . . For men . . . valuable for . . . spermatorrhea, impotence, nervous despondency . . . pain in the back and perineum."

On Oct. 28, 1915, the case went to the jury, which returned a verdict of guilty, whereupon the court ordered that the shipment should be destroyed by the United States marshal and that the Williams concern should pay all costs in the case. The defendant carried the case to the Circuit Court of Appeals, which, however, on May 22, 1916, made a final disposition of it by confirming the decision of the lower court to the effect that the Dr. Williams Medicine Co. had been guilty of misbranding its product.—[*Notice of Judgment No. 4849; issued Sept. 18, 1917.*]

XXX Tonic Pills.—Shipped about January, 1917, by the XXX Pill Co., Lewiston, Me. Analysis showed the pills to contain a small amount of iron, a trace of quinin, strychnin, and resins, with emodin, aloin, gentian, anise oil, and vegetable extractives. Falsely and fraudulently represented as an effective treatment for diseases of women, sciatica, locomotor ataxia, St. Vitus' dance, paralysis, diphtheria, impotence, spermatorrhea, whooping cough, etc. Fine, $50.—[*Notice of Judgment No. 6189; issued Aug. 21, 1918.*]

Zemo.—This preparation, put out by the E. W. Rose Medicine Company, St. Louis, Mo., is sold as "A preparation for the Treatment of Eczema, Pimples, Dandruff and Similar Affections of the Skin and Scalp." While, in accordance with the requirements of the Food and Drugs Act, the manufacturer admits the presence of 35 per cent. alcohol in his product he gives no further information regarding its composition. Some of the claims that have been made for this preparation, through the medium of those newspapers that are willing to cater to this sort of business, are:

"There is nothing that will stop itching like Zemo."
"You simply apply it on the afflicted part . . . all eczema sores and pains, prickly heat, rash, tetter, inflamed or reddened skin, all disappear."
"It also cures dandruff, which is scalp eczema."
"Every form of Scalp Disease Cured Quick by Zemo."

As is the case with many of the "patent medicines" sold for external application, Zemo is used as a "come-on" for the purchase of another nostrum put out by the same company: "If your case does not readily yield to Zemo use Zemotone, which is primarily a blood tonic and purifier. . . ." Then there are "Zemo Laxative Pepsin Tablets" and "Zemo Soap." The purchaser is told, too, that "if after using Zemo freely the trouble appears worse it indicates that Zemo is drawing out the germ life."

A specimen of Zemo was purchased on the open market and turned over to the Association's laboratory for analysis. An abstract of the chemists' report follows:

One original bottle of Zemo, manufactured by the E. W. Rose Medicine Co., St. Louis, was submitted to the Chemical Laboratory for examination. The bottle contained a brown fluorescent liquid, acid to litmus. The amount of alcohol was 28.35 per cent. absolute alcohol by volume. Alkaloids, heavy metals and iodids were not found. From the result of the tests made, it would appear that Zemo is a watery-alcoholic solution containing methylsalicylate, thymol, borax, tannic acid, glycerin, menthol and a phenol-like body.

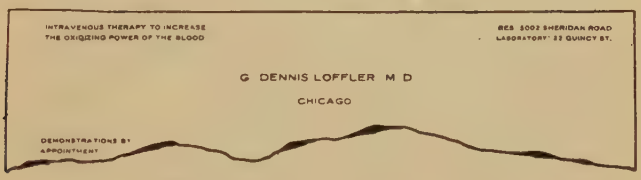
With the veil of secrecy torn aside by the chemists, Zemo stands exposed as a very ordinary mixture sold under false and misleading claims.—*(From The Journal A. M. A., Oct. 16, 1915.)*

MISCELLANEOUS SPECIALISTS

BUCK AND LOFFLER

Frederick Wellington Buck and Gilbert Dennis Loffler have each brought suit for $25,000 against the editor and publisher of the *Ord Weekly Journal*. The *Ord Weekly Journal* is the official county and city paper for the city of Ord, Valley County, Nebraska. Its editor and publisher is Mr. Horace M. Davis. Mr. Davis, in the line of his editorial duties, had occasion to call the attention of the Valley County public to the fact that it had in its midst Drs. Buck and Loffler, the Quaker Indian Specialists of Denver. Mr. Davis said some other things about these two individuals, and the result is the filing of suits aggregating $50,000, against him. That these suits will ever come to trial no one concerned in them believes. They have been brought, doubtless, for the main purpose of intimidating other editors of country newspapers and making them hesitate to turn the cold, cruel light of publicity on the peripatetic Buck-Loffler combination.

Gilbert Dennis Loffler (who sometimes signs himself Gilbert D. Loffler and at other times G. Dennis Loffler) is, according to our records, a graduate of Barnes Medical College, St. Louis, 1901. In the same year he received a



A Loffler letter-head reproduced in facsimile.

license to practice in South Dakota. We find no record of his being licensed to practice in any other state. For some years previous to 1908 Loffler was located at Yankton, S. Dak. According to those living in the locality Loffler made a business of going through the country soliciting work from farmers. One alleged scheme was that of sending out an advance-agent under the guise of a horse-buyer, who, by careful questioning, would discover who was ailing in the homes of prospective victims. Soon after, Loffler is said to have appeared on the scene and astonished the people by his wonderful diagnostic ability. He would then, it is said, promise a cure in consideration of a note given for a certain number of months' "treatment." These notes, it is alleged, were immediately sold to bankers at a liberal discount.

After leaving Yankton, for reasons not necessary to go into at this time, Loffler went to Sioux Falls, S. Dak., where he is said to have been interested, first in a "medical institute," and later in an "Intravenous Therapy" scheme. From Sioux Falls he seems to have gone to Minneapolis and later to have drifted to Chicago, where he now lives. According to one Loffler letterhead, he has his "laboratory" at 22 Quincy Street, Chicago. It may or may not be a coincidence that this is also the address of the Accuracy Public Service Company, a concern which offers its services to quacks and purports to be able to secure evidence against reputable physicians. This was referred to in this department of THE JOURNAL, Feb. 28, 1914.

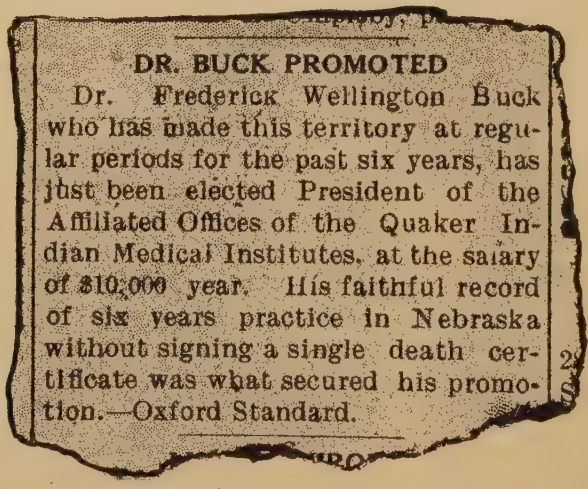
To indicate the scientific standing of Loffler, we quote from a letter written by him some months ago, to a prospective victim; spelling and composition original with Loffler:

"The treatment consists of injecting a chemical into the blood stream by way of a vein in the arm and which causes no disturbance of any kind.

"The Chemical improves the Hemoglobine of the blood to normal and positively corrects the Density in which the patient can truthfully understand the possibilities of recovering strength and health.

"I wish, however, for you to first understand that we cannot perform miricles, we cannot hope to bring about good results in those cases that come to us without a foundation to build upon, but in the first and second stages of Tuberculosis and in all cases of Anaemia, stomach disturbances, Nervous disorders, etc., we have a positive remedy and wish you to fully investigate it for your own good as well as your friends."

So much for Loffler. Frederick Wellington Buck before he found a lush field for the exercise of his peculiar qualities in the Dakotas, Nebraska and Colorado, used to live in Grand Rapids, Mich. According to the Michigan State Board of Registration, Buck went through a form of registration in



DR. BUCK PROMOTED

Dr. Frederick Wellington Buck who has made this territory at regular periods for the past six years, has just been elected President of the Affiliated Offices of the Quaker Indian Medical Institutes, at the salary of $10,000 year. His faithful record of six years practice in Nebraska without signing a single death certificate was what secured his promotion.—Oxford Standard.

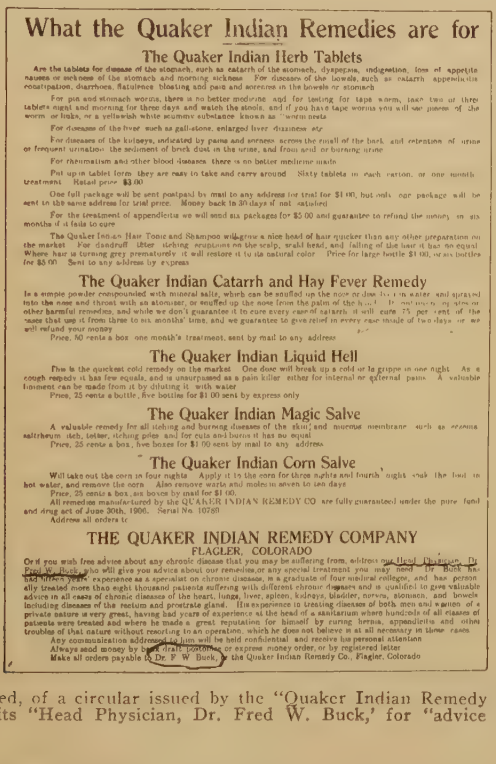
An advertisement from a country paper, announcing the "promotion" of Dr. Buck to the responsibilities of the "Quaker Indian Medical Institutes."

Michigan in 1898 as a "graduate" of the Independent Medical College of Chicago. The Independent Medical College, as many of our readers will remember, was a fraudulent mail-order "diploma mill" which sold "diplomas" to any one who sent the cash. It was finally put out of business by the federal authorities.

When the Michigan medical act of 1899 came into force Buck applied for re-registration under this act, but the Michigan State Board of Registration refused to re-register him. At that time Buck was secretary of a concern calling itself the West Michigan Association of Physicians and Surgeons, an organization said to have been composed largely of men whose medical (?) qualifications were similar to those possessed by Buck. This "association" was behind a mandamus suit brought by two men, Metcalf and Reetz, to force the Board of Registration to register these men even though they had no proper qualifications. Both the cases went to the Michigan Supreme Court

and were thrown out. The Reetz case was carried to the United States Supreme Court which upheld the constitutionality of the Michigan medical act and also the action of the Board in refusing to register applicants who were without proper qualifications.

Shortly after the Reetz case was decided, Buck found it advisable to leave Michigan. Although the medical directories for 1902 give Buck's address as Muskegon, Mich., Buck claims to have graduated from Central Medical College at St. Joseph, Mo., in 1902. According to the Central Medical College records, Buck gave Lepanto, Ark., as his home address. How Buck was able to be graduated in 1902 is a mystery, as he left Michigan at about the same date and at that time, according to the State Board of Registration, had absolutely no qualifications involving attendance at a reputable medical college.



What the Quaker Indian Remedies are for

The Quaker Indian Herb Tablets

Are the tablets for disease of the stomach, such as catarrh of the stomach, dyspepsia, indigestion, loss of appetite nausea or sickness of the stomach and morning sickness For diseases of the bowels, such as catarrh appendicitis constipation, diarrhoea, flatulence bloating and pain and soreness in the bowels or stomach

For pin and stomach worms, there is no better medicine and for testing for tape worm, take two or three tablets night and morning for three days and watch the stools, and if you have tape worms you will see pieces of the worm or links, or a yellowish white scummy substance known as worm nests

For diseases of the liver such as gall-stone, enlarged liver diseases etc

For diseases of the kidneys, indicated by pains and soreness across the small of the back, and retention of urine or frequent urination the sediment of brick dust in the urine, and from acid or burning urine

For rheumatism and other blood diseases there is no better medicine made

Put up in tablet form they are easy to take and carry around Sixty tablets in each carton, or one month's treatment Retail price $3 00

One full package will be sent postpaid by mail to any address for trial for $1 00, but only one package will be sent to the same address for trial price. Money back in 30 days if not satisfied

For the treatment of appendicitis we will send six packages for $5 00 and guarantee to refund the money in six months if it fails to cure

The Quaker Indian Hair Tonic and Shampoo will grow a nice head of hair quicker than any other preparation on the market For dandruff itter itching eruptions on the scalp, scald head, and falling of the hair it has no equal Where hair is turning grey prematurely it will restore it to its natural color Price for large bottle $1 00, or six bottles for $5 00 Sent to any address by express

The Quaker Indian Catarrh and Hay Fever Remedy

Is a simple powder compounded with mineral salts, which can be snuffed up the nose or dissolved in water and sprayed into the nose and throat with an atomiser, or snuffed up the nose from the palm of the hand It contains no opium or other harmful remedies, and while we don't guarantee it to cure every case of catarrh, it will cure 75 per cent of the cases that use it from three to six months' time, and we guarantee to give relief in every case inside of two days or we will refund your money

Price, 50 cents a box one month's treatment, sent by mail to any address

The Quaker Indian Liquid Hell

This is the quickest cold remedy on the market One dose will break up a cold or la grippe in one night As a cough remedy it has few equals, and is unsurpassed as a pain killer either for internal or external pains A valuable liniment can be made from it by diluting it with water

Price, 25 cents a bottle, five bottles for $1 00 sent by express only

The Quaker Indian Magic Salve

A valuable remedy for all itching and burning diseases of the skin, and mucous membrane such as eczema saltrheum itch, tetter, itching piles and for cuts and burns it has no equal

Price, 25 cents a box, five boxes for $1 00 sent by mail to any address

The Quaker Indian Corn Salve

Will take out the corn in four nights Apply it to the corn for three nights and fourth night soak the foot in hot water, and remove the corn Also remove warts and moles in seven to ten days

Price, 25 cents a box, six boxes by mail for $1 00.

All remedies manufactured by the QUAKER INDIAN REMEDY CO are fully guaranteed under the pure food and drug act of June 30th, 1906. Serial No. 10789

Address all orders to

THE QUAKER INDIAN REMEDY COMPANY

FLAGLER, COLORADO

Or if you wish free advice about any chronic disease that you may be suffering from, address our Head Physician, Dr Fred W. Buck, who will give you advice about our remedies or any special treatment you may need Dr Buck has had over 5 years experience as a specialist on chronic diseases, is a graduate of four medical colleges, and has personally treated more than eight thousand patients suffering with different chronic diseases and is qualified to give valuable advice in all cases of chronic diseases of the heart, lungs, liver, spleen, kidneys, bladder, nerves, stomach, and bowels including diseases of the rectum and prostrate gland. His experience in treating diseases of both men and women of a private nature is very great, having had years of experience at the head of a sanitarium where hundreds of all classes of patients were treated and where he made a great reputation for himself by curing hernia, appendicitis and other troubles of that nature without resorting to an operation, which he does not believe it at all necessary in these cases

Any communication addressed to him will be held confidential and receive his personal attention

Always send money by bank draft, postal or express money order, or by registered letter

Make all orders payable to Dr. F W Buck, or the Quaker Indian Remedy Co., Flagler, Colorado

Facsimile, reduced, of a circular issued by the "Quaker Indian Remedy Co.," directing the public to write to its "Head Physician, Dr. Fred W. Buck,' for "advice about any chronic disease."

In 1904 and 1906, Buck's name appears in the directory under Aberdeen, S. Dak. Various newspapers, during the winter of 1910-1911, contain advertisements published in news-item form telling of the "promotion" of Dr. Frederick Wellington Buck. The items state that Dr. Buck "has just been elected President of the Affiliated Offices of the Quaker Indian Medical Institutes with a salary of $10,000 a year." Buck's "promotion," according to the "news-items," was due "to his faithful record of six years' work in Nebraska without signing a single death certificate." The advertisements state further that "Dr. Buck will continue his office at Flagler, Colo., and will continue making his regular visits here every sixty days until next spring, when he will

take personal charge of the Omaha or Denver office with two assistants. . . ." According to our records, Buck is not licensed to practice in any state except Nebraska, where he obtained his license in 1903.

This, then, is the brace of worthies that attempts to intimidate the editor of a country newspaper because he endeavors to protect his readers by directing attention to the character of these two itinerants. Fortunately, Mr. Horace M. Davis, editor and publisher of the *Ord Weekly Journal,* is being supported by the decent element in his locality. The Valley County Medical Society meeting at Ord, June 2, passed resolutions sustaining Mr. Davis in these words:

"*Be it Resolved,* that the members of the Valley County Medical Society assure Mr. Davis, the editor of the *Ord Journal,* their moral support and encouragement in his controversy and lawsuit with the alleged representatives of the Quaker Indian Specialists and that the society highly commends Mr. Davis and all other editors and publishers of their effort to awaken the public to the dangers of patronizing and placing their lives in the hands of medical practitioners whose professional reputation is questionable."

This resolution has also been officially endorsed by the Nebraska State Medical Association. It now only remains to be seen whether the impudent bluff of Buck and Loffler will cause other country newspapers to refrain from criticizing these men. It is unquestionably true that if the country papers do their duty they can make Nebraska so hot for both quacks and itinerant "specialists" that Buck and Loffler will give that state a wide berth.—*(From The Journal A. M. A., July 25, 1914.)*

JOHN F. AND KATE A. BRAUN

From the publishers of the *News-Times* of Goshen, Ind., THE JOURNAL received the following inquiry:

"We have received from 'The Christian Health Institute,' of Peru, Ind., a 25-inch display advertisement, setting forth the healing powers of one 'Bonita,' an individual who claims an ability to cure a wide range of bodily ills without the use of medicine or instruments.

" 'Bonita' is scheduled to appear in Goshen on February 21, but as we have for several years past maintained an attitude of hostility toward fake medical practitioners, when we know them to be such, the advertisement of his outfit will not appear in our paper, even though we hold a check to cover cost of same, unless you are prepared to give it a clean bill of health.

"If you have any information concerning 'Bonita' please let us have it."

As the Propaganda Department files failed to show any record either of the "Christian Health Institute" or of "Bonita," an investigation was made. As a result, it appears that "Bonita" and the "Christian Health Institute" are the latest recrudescence of the John F. Braun's brand of quackery.

PROFS. BRAUN—HIMSELF AND HERSELF

The history of Braun and his wife, Kate A. Braun, makes an interesting chapter in the annals of quackdom. In 1898, Braun who was then a photographer at Red Bud, Ill., took a "course" in magnetic healing. Soon after embarking on this enterprise the Illinois State Board of Health issued an authorization for his prosecution and for a while Braun discontinued his "practice." Later he seems to have practiced in Sparta and then in Nashville, Ill. In August, 1903, he was prosecuted at Nashville and was fined $100 and costs and, on his failure to pay, was sent to jail. He appealed but later paid his fine before the case came to the higher court. In March, 1904, the federal authorities began actions against Braun for sending obscene letters through the mails. He was eventually fined $500 and, on failing to pay, was

confined in the St. Clair County Jail for six months. In October, 1905, he appeared at Nokomis and Hillsboro, Ill., where suit was promptly begun against him by the State Board of Health and he was again sent to jail. In January, 1906, he was sentenced to the county jail at Hillsboro, Ill., for thirty days for violating the Medical Practice Act. All this time Braun and his wife operated chiefly under their own names as "Prof. John F. Braun, Himself and Prof. Kate A. Braun, Herself."

COMING—FOR ONE DAY ONLY

FREE TREATMENT

To all Sufferers who call upon them as per date below, between the hours of 8 a. m. and 6 p. m., RAIN or SHINE

NO DRUGS NO RUBBING NO KNIFE

Prof. Kate A. Braun, "Herself" The Renouned Specialist in Diseases of Women and Children.

Prof. Jno. F. Braun, "Himself" The Expert Diagnostician and Drugless Healer.

The People You Hear So Much About. Meet Them Face to Face

Diagnosis of the Eye

Be a Live One

Mentopathy

A Perfect System of Cure

Don't let Prejudice

Our Mentopathy System is Original

Our Work is Continuous And Forceful

Both Cured at Same Time

Mr. and Mrs. Jonas Maust, Henry, Ill

Local city patients will not be treated until after 3 p. m., so as not to delay the patients from the country and other cities.

At _____ One Day Only, Rain or Shine

Permanent Address, 601 East Washington St., Bloomington, Ill.

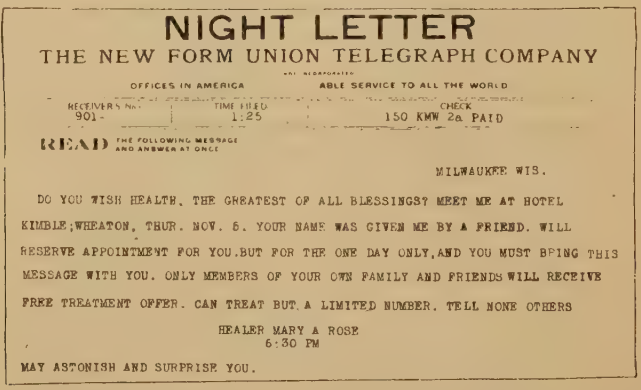
Greatly reduced reproduction of one side of a placard used by the Brauns in 1908. The original measured 24 inches by 18 inches. At that time the Brauns were using their own names.

In October, 1909, the federal government issued a fraud order against the Brauns (who were then working from Bloomington, Ill., Indianapolis and Greenfield, Ind.) for obtaining money through the mails by means of false and fraudulent methods. As recorded in the memorandum to the Postmaster-General, the scheme consisted in advertising and selling an alleged treatment for the cure of all diseases without the use of drugs, surgery or even seeing the patient. The "treatment" was claimed to be by telepathy. Investigation proved that the "scheme was devised and operated for the sole purpose of

defrauding the sick and afflicted." At the same time the Brauns were indicted on criminal charges and Braun was sentenced to a year and a day in the Leavenworth Penitentiary. The case against Mrs. Braun was *nolle prossed* because of the large number of children she had.

After getting out of prison, Braun seems to have done business for a while under the alias "Rev. D. R. Schiller" with headquarters at Rockford, Ill. In January, 1913, Schiller was mobbed at Jerseyville, Ill., because, after advertising that his "treatments" were "free" he refused to treat two patients who lacked money. The papers, in reporting the case at the time, said that Schiller had sold over a hundred "blessed" handkerchiefs to patients in Elgin, Ill. The handkerchiefs were to be placed on the affected portions of the anatomy and were supposed to effect a cure!

In March, 1913, Braun, as "Schiller," was on trial at Marion, Iowa, on the charge of violating the Medical Practice Act. The jury quickly brought in a verdict of guilty.



NIGHT LETTER

THE NEW FORM UNION TELEGRAPH COMPANY

OFFICES IN AMERICA — ABLE SERVICE TO ALL THE WORLD

RECEIVER'S No. 901 — TIME FILED 1:25 — CHECK 150 KMW 2a PAID

READ THE FOLLOWING MESSAGE AND ANSWER AT ONCE

MILWAUKEE WIS.

DO YOU WISH HEALTH, THE GREATEST OF ALL BLESSINGS? MEET ME AT HOTEL KIMBLE;WHEATON, THUR. NOV. 6. YOUR NAME WAS GIVEN ME BY A FRIEND. WILL RESERVE APPOINTMENT FOR YOU.BUT FOR THE ONE DAY ONLY,AND YOU MUST BRING THIS MESSAGE WITH YOU. ONLY MEMBERS OF YOUR OWN FAMILY AND FRIENDS WILL RECEIVE FREE TREATMENT OFFER. CAN TREAT BUT A LIMITED NUMBER. TELL NONE OTHERS

HEALER MARY A ROSE
6:30 PM

MAY ASTONISH AND SURPRISE YOU.

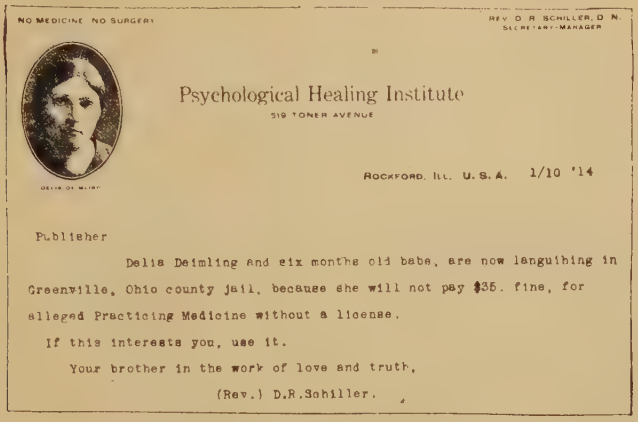
One scheme used by the Brauns for getting victims was to send out an imitation telegram to individuals whose names they had obtained offering free treatment; needless to say the "free treatment" cost money. Above is a miniature reproduction of one of the fake telegrams.

In June, 1913, the Indiana papers recorded the arrest of "Schiller" at Greencastle, Ind., where he was doing a thriving business. He was not only fined but also made to refund all of the money he had taken from people of that community.

In November, 1913, we find "Schiller" pleading guilty to the charge of practicing medicine without a license in Ionia, Mich. He was placed on probation for two years after promising to give up quackery and return to his home in Rockford, Ill.

In January, 1914, Kate A. Braun appears in the lime-light again under one of her numerous aliases, this time as "Delia Deimling." She was arrested at Greenville, Ohio, on the charge of violating the Medical Practice Act. The newspapers said that "Delia Deimling," while advertising that she would take nothing for her services until a cure had been effected, had been taking money and that some of her dupes were responsible for her arrest. She was sent to the local county jail in default of a $300 bond for her appearance. This was

on Jan. 9, 1914. On January 10, Braun, under his alias "Rev. D. R. Schiller," was sending out the following letter to such newspaper publishers as had participated in the profits of the Braun quackery:



NO MEDICINE NO SURGERY

REV. D. R. SCHILLER, D. N.
SECRETARY-MANAGER

Psychological Healing Institute
519 TONER AVENUE

ROCKFORD, ILL. U. S. A. 1/10 '14

Publisher

Delia Deimling And six months old babe, are now languishing in Greenville, Ohio county jail, because she will not pay $35. fine, for alleged Practicing Medicine without a license.

If this interests you, use it.

Your brother in the work of love and truth,

(Rev.) D.R.Schiller.

In June, 1914, the federal government again intervened and extended the fraud order that had been issued in 1909 to cover the new names under which John F. Braun and his wife, Kate A. Braun, were then operating from Rockford, Ill. Some of these names were (1) "The Psychological Healing Institute," (2) "Rev. D. R. Schiller," (3) "Hulda De Muth," (4) "Delia Deimling" and (5) "Madame De Muth Deimling."

On Nov. 3, 1914, the Rockford, Ill., *Star* had an item about "D. R. Schiller, the Toner Street healer," to whom it referred as "the manufacturer of divine balm and blessed handkerchiefs." It seems that Schiller had come back to Rockford after a trip to Janesville with a supply of whiskey in his pockets and a not insignificant amount of the same substance in his anatomy. After supper he started to "clean out" a local barber shop against whose owner he had long nursed a grudge. The cleaning out process was accomplished by means of bricks and a revolver. Braun ("Schiller") was lodged in jail and before he had a chance to get out was taken in charge by the United States authorities who had indicted him and his wife on charges of fraud.

At the trial of the Brauns before Judge Landis a touch of lightness was given by the evidence of a farmer who wanted to get into the "healing business" and had applied to the Brauns for a job. Braun, it seems, insisted that his assistant should have a beard, an appendage to which the farmer's "best girl" objected. The district attorney presented in evidence a letter from Braun to the would-be assistant, reading:

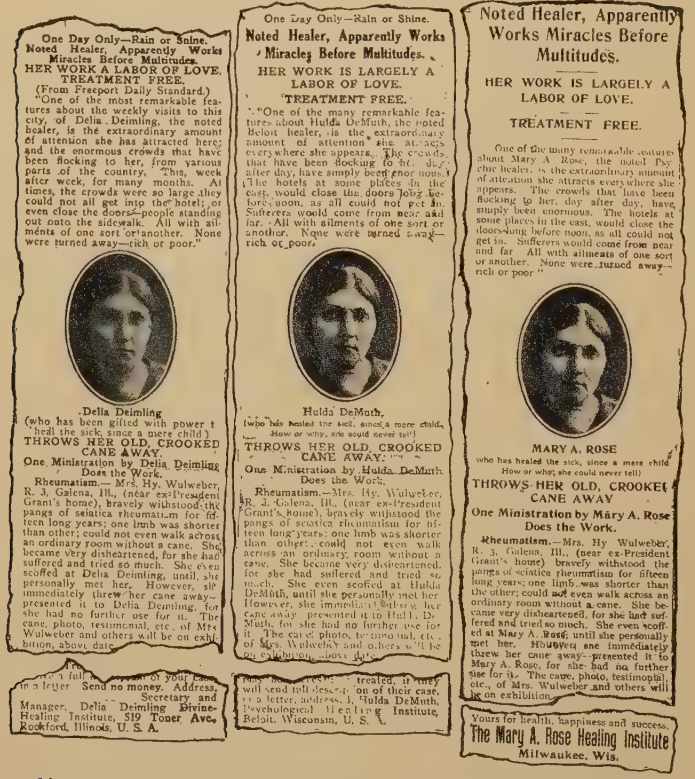
"Yes, by all means, raise that Van Dyke for I would not think of placing you in office without it. It will make you look ten years older. That counts for much in this business. Never mind what your girl says about it, for you must choose between the girl and the job. The more you force it the sooner the position will be open to you. Mioz wants to come back but I will stick to the proposition I made to you, provided your physiognomy will be in proper shape to look the patients in the eye and see how much money they have in their pockets.
Yours, REV. DR. SCHILLER, HIMSELF."

One of the witnesses who appeared for the government was a merchant from Appleton, Wis., who testified that he had paid Braun $10 for an "absent treatment" and a "blessed handkerchief." After discovering that Braun was

a faker he refused to accept the handkerchief and demanded that his money be refunded. Braun very pertinently replied, by mail:

"If I should return your money, every cheap screw in the country would demand a refund."

As a result of this trial, John F. Braun on Nov. 12, 1914, was sentenced to the federal penitentiary for four years, in spite of the plea of his attorney, George W. Popham of Chicago, that Braun had admitted his guilt and had promised on his release to seek legitimate means of a livelihood. Kate A. Braun was acquitted on the grounds that she had been influenced and coerced by Braun and also because she was the mother of ten children.


One Day Only—Rain or Shine.
Noted Healer, Apparently Works Miracles Before Multitudes.
HER WORK A LABOR OF LOVE.
TREATMENT FREE.
(From Freeport Daily Standard.)
"One of the most remarkable features about the weekly visits to this city, of Delia Deimling, the noted healer, is the extraordinary amount of attention she has attracted here; and the enormous crowds that have been flocking to her, from various parts of the country. This week after week, for many months. At times, the crowds were so large they could not all get into the hotel; or even close the doors—people standing out onto the sidewalk. All with ailments of one sort or another. None were turned away—rich or poor."
Delia Deimling
(who has been gifted with power to heal the sick, since a mere child)
THROWS HER OLD, CROOKED CANE AWAY.
One Ministration by Delia Deimling Does the Work.
Rheumatism.—Mrs. Hy. Wulweber, R. 3, Galena, Ill., (near ex-President Grant's home), bravely withstood the pangs of sciatica rheumatism for fifteen long years; one limb was shorter than other; could not even walk across an ordinary room without a cane. She became very disheartened, for she had suffered and tried so much. She even scoffed at Delia Deimling, until she personally met her. However, she immediately threw her cane away—presented it to Delia Deimling, for she had no further use for it. The cane, photo, testimonial, etc., of Mrs. Wulweber and others will be on exhibition, above date.
Send no money. Address,
Secretary and Manager, Delia Deimling Divine Healing Institute, 519 Toner Ave., Rockford, Illinois, U. S. A.
One Day Only—Rain or Shine.
Noted Healer, Apparently Works Miracles Before Multitudes.
HER WORK IS LARGELY A LABOR OF LOVE.
TREATMENT FREE.
"One of the many remarkable features about Hulda DeMuth, the noted Beloit healer, is the extraordinary amount of attention she attracts everywhere she appears. The crowds that have been flocking to her, day after day, have simply been enormous. The hotels at some places in the east, would close the doors long before noon, as all could not get in. Sufferers would come from near and far. All with ailments of one sort or another. None were turned away—rich or poor."
Hulda DeMuth,
(who has healed the sick, since a mere child. How or why, she could never tell)
THROWS HER OLD, CROOKED CANE AWAY.
One Ministration by Hulda DeMuth Does the Work.
Rheumatism.—Mrs. Hy. Wulweber, R. 3, Galena, Ill., (near ex-President Grant's home), bravely withstood the pangs of sciatica rheumatism for fifteen long years; one limb was shorter than other; could not even walk across an ordinary room without a cane. She became very disheartened, for she had suffered and tried so much. She even scoffed at Hulda DeMuth, until she personally met her. However, she immediately threw her cane away—presented it to Hulda DeMuth, for she had no further use for it. The cane, photo, testimonial, etc., of Mrs. Wulweber and others will be on exhibition, above date.
will send full description of their case, free letter, address, Hulda DeMuth, Psychological Healing Institute, Beloit, Wisconsin, U. S. A.
Noted Healer, Apparently Works Miracles Before Multitudes.
HER WORK IS LARGELY A LABOR OF LOVE.
TREATMENT FREE.
One of the many remarkable features about Mary A. Rose, the noted Psychic healer, is the extraordinary amount of attention she attracts everywhere she appears. The crowds that have been flocking to her, day after day, have simply been enormous. The hotels at some places in the east, would close the doors long before noon, as all could not get in. Sufferers would come from near and far. All with ailments of one sort or another. None were turned away—rich or poor."
MARY A. ROSE
who has healed the sick, since a mere child
How or why, she could never tell
THROWS HER OLD, CROOKED CANE AWAY
One Ministration by Mary A. Rose Does the Work.
Rheumatism.—Mrs. Hy Wulweber, R. 3, Galena, Ill., (near ex-President Grant's home) bravely withstood the pangs of sciatica rheumatism for fifteen long years; one limb was shorter than the other; could not even walk across an ordinary room without a cane. She became very disheartened, for she had suffered and tried so much. She even scoffed at Mary A. Rose; until she personally met her. However she immediately threw her cane away—presented it to Mary A. Rose, for she had no further use for it. The cane, photo, testimonial, etc., of Mrs. Wulweber and others will be on exhibition.
Yours for health, happiness and success.
The Mary A. Rose Healing Institute
Milwaukee, Wis.

Photographic reproductions (reduced) of three advertisements issued by Braun advertising Kate A. Braun under some of her aliases. As "Delia Deimling" the Brauns operated from Rockford, Ill., under the name of "Delia Deimling Divine Healing Institute"; from Beloit, Wis., they worked as the "Hulda De Muth Psychological Healing Institute," and from Milwaukee they conducted the "Mary A. Rose Healing Institute." Mrs. Braun, it will be noticed, went by all three of these names—and several others.

In October, 1916, the Ohio newspapers reported that "Mary A. Rose" of Peru, Ind., was arrested in Springfield, Ohio, charged with practicing medicine without a license. "Mary A. Rose" was one more alias of Kate A. Braun. She pleaded not guilty and was released on $100 bail. When the case was called Mrs. Braun failed to appear and her bond was forfeited.

Braun was released from the United States Penitentiary at Leavenworth, Dec. 10, 1917, after serving only slightly more than three of his four years' sentence. Now, in 1918, it seems that Braun is operating his schemes under still another name—"Bonita."

It is pertinent to add that the *News-Times* of Goshen, Ind., after hearing from the Propaganda Department, refused the advertisement of "Bonita." The people of Goshen and vicinity are to be congratulated on having a newspaper that holds the public health in higher esteem than the dollars of the quack.—*(From The Journal A. M. A., March 23, 1918.)*

Bonita, the Beautiful.—Last week the Propaganda Department had a brief history of the Braun family, "Professor John F., Himself," and "Professor Kate A., Herself," now of Peru, Ind. The number of aliases assumed by this family of quacks was mentioned and some of the names were given. Braun for a while called himself "Rev. D. R. Schiller"; Mrs. Braun has appeared under many names, some of them being "Delia Deimling," "Hulda De Muth" and "Mary A. Rose." The latest name with which the Brauns juggle seems to be "Bonita." Now come some Indiana newspapers recording the arrest at Rochester, Ind., of "Miss Bonita Rose of Peru and her brother Oliver Rose." According to the papers, "Bonita . . . enjoyed a few days of fine business" and "it is thought the couple extracted about $500 for their few days service in Rochester." The advertising matter announcing Bonita's coming indicate that "Professor Braun, Himself," had not lost his old skill as a press agent. Here is a sample:

"Bonita, a noble, beautiful character, was born of poor parents in an obscure American village. This sweet and unpolluted flower of love and kindness has sympathies as wide as the world. She is a perpetual surprise, even to those who know her best. And there is something about her no one has ever been able to explain, not even herself."

This beautiful "unpolluted flower"—whose "mother, Mrs. Mary Rose . . . is also a 'healer'"—is out under bond.—*(From The Journal A. M. A., March 30, 1918.)*

[Bonita Braun ("Rose") was tried before a jury in the Fulton Circuit Court, June 5, 1918. She was found guilty and fined $25 and costs.]

CHAMLEY—CANCER CURE QUACK

A Quack's Impudence.—The impudence of the quack is notorious; monumental assurance is his chief asset. S. R. Chamley—or as he sometimes spells his name, "Chamlee"—is a quack of the cancer cure variety. With heartless cupidity he has defrauded the sick for more than a quarter of a century. Declared a fraud by the government and denied the use of the United States mails[1] in St. Louis, where he conducted one branch of his nefarious business, Chamley calmly moved his offices to Chicago. From this city and from Los Angeles he has, apparently, without let or hindrance, continued to defraud the public with impunity. At different times Chamley has been exposed in *The Journal,* in *Collier's,* in *Harper's,* in the Chicago *Tribune* and in numerous other publications; he has been prosecuted both by federal and state officials; nevertheless, he has continued to exploit his heartless fraud and today is using, as part of his advertising paraphernalia, a picture of a fifty-thousand-dollar residence, built of blood-money wrung from the hopelessly sick. Now comes Chamley in a letter to physicians with this offer:

1. See pamphlet "Cancer Cure Frauds," published by the American Medical Association.

"I will take an oath and do hereby affirm that I have made nearly one-half million dollars with my cancer remedy. I am now an old man (63) and will sell it to you for only $20 and teach you by my book and typewritten correspondence to cure cancers on any part of the face and body. It is a most wonderful, strange but fortunate combination of several medicines, easily obtained at any large drug store. I often get $1,000 for curing a cancer and $300 to $500 is very common. . . . Price only $20 for a treatment that I have been making from 20,000 to 30,000 dollars every year for many years. . . ."

As might be expected the theme sustained throughout Chamley's letter is that of low, crafty cupidity. The man's character stands out in the closing sentence of the letter:

"I have just taken a $2,000 case and a $1,000 case all in advance."

Possibly the human animal can descend to greater depths of depravity than that reached by the cancer quack—possibly, but not probably. Of all tainted gold none is quite so dirty as that filched from the hopeless sufferers from civilization's most dreaded scourge.—(*Editorial from The Journal A. M. A., Aug. 7, 1915.*)

Chamley is Still Loose.—S. R. Chamley—sometimes he spells his name "Chamlee"—is a resident of Los Angeles. Chamley is the "cancer cure" quack who frightens impressionable women into the belief that "any lump in woman's breast is cancer." He has been swindling the sick for years. In December, 1909, while living at St. Louis, but also operating from Los Angeles, a fraud-order was issued against him under his various names applying both to his St. Louis and to his Los Angeles offices. Then Chamley changed the name of his concern to "St. Louis Sanitarium," using a postoffice box; in January, 1910, the fraud-order was extended to cover this new name. Chamley transferred his swindle to Oakland, Calif., and some weeks later the fraud-order was still further extended to cover the Oakland address. He opened office in St. Louis and Los Angeles under still another name—the "United Specialists Cancer Cure Company"—and the federal authorities in February, 1910, denied these the use of the mails.

In March, 1910, the fraud-orders were revoked in so far as they affected Chamley's personal names, the quack having agreed to go out of the "cancer cure" business and having filed an affidavit to this effect with the federal authorities. His oath, as might have been expected, was as worthless as his business is villainous. The Journal in August, 1915, called attention to the fact that Chamley was sending out letters to physicians offering to sell for $20 full instructions that would enable physicians to carry out the same cruel swindles that he himself had waxed rich on. Also he was boldly advertising his fraudulent cancer cure in over a hundred newspapers. About the same time Chamley was indicted by a grand jury at San Francisco for obtaining property under false pretenses. From the newspaper reports it seems that he frightened a woman into believing she had cancer and then obtained a promissory note for $2,000 for an "operation" which he persuaded the woman he would have to perform. After the victim had paid $1,500 on the note, the quack, it appears, told her she must be operated on again and he demanded more money. Two women who acted as nurses for Chamley are said to have testified before the grand jury that Chamley admitted that he knew the woman had no cancer, but that he meant to get all the money he could.

The federal officials again took action and still another fraud-order was issued against Chamley. At that time Judge W. H. Lamar, solicitor for the Post Office Department, in his memorandum to the Postmaster-General, scathingly summarized the case against Chamley thus:

"It may be said that the business of Dr. Chamley, contemplating as it does the extortion of money for a worthless and often harmful 'treatment' through a deliberate propaganda of terror among impressionable women by means of the cancer advertisements and other literature referred to above, is one of the most vicious which has ever been before this office, and constitutes a more sinister parasite on the community than the dread disease which Dr. Chamley offers to 'cure.'"

This was in April, 1916. In April, 1917, Chamley was fined $100 and given a suspended sentence of 100 days in the city jail for practicing medicine without a license. We are now in possession of a circular letter, signed S. R. Chamley and addressed to homeopaths and eclectics. We quote the first four paragraphs of the letter:

"I find your name in the Directory as a Homeopath or Eclectic and want to inform you that I have opened a little HOMEOPATHIC AND ECLECTIC CANCER COLLEGE (never for alapaths) [*sic!*]. I want to beg you to attend or at least visit us so that I may show you the need of more cancer specialists.

"I charge only $20.00 for a course of instructions, demonstrations and clinics, including the book containing all the formulas for killing and curing cancers with what we claim is the best ESCHAROTIC ever discovered. It is the nearest painless and most efficient.

"If you will advertise in a way that will teach and warn the people not to neglect lumps and sores, I will come to your office, start your advertising and pay for it myself out of my own money to the amount of $50.00 and stay in your office and teach you, if you give me all that comes in from cancer patients.

At the end of two, three or four weeks, I quit and leave you to pay your own advertising and make all you can. I would visit you again when I could. I am traveling this way nearly all the time in Southern California, but will give a course of lectures here in the college all of October, as I want to be in the Billy Sunday meetings nights. You need to stay only two or three days."

The rest of the letter is largely devoted to flings at the Post Office Department and at other officials that have been responsible for curbing Chamley's damnable activities. One paragraph, however, stands out in bold capitals:

"I WANT THREE OR FOUR HOMEOPATHIC OR ECLECTIC PHYSICIANS TO START OTHER OFFICES FOR ME BUT THEY MUST BE GRAY, FINE APPEARING BUSINESS MEN."

It will be noticed that Chamley insists on three essentials for those who would start offices to perpetuate his wretched business: First, that the men must be either "homeopathic or eclectic physicians"; a proper rebuke for this implied insult may safely be left to the decent representatives of these two schools. Second, that the men "must be gray"; this, of course, is to enable them to put up the proper "front" and to convey the idea that they have grown venerable in the practice of their "specialty." The third is that they must be "business men," which means, in the vocabulary of the quack, that they will have no foolish professional prejudices against frightening women who have some simple, benign tumor into the belief that they have carcinoma and, having thus frightened them, will not be above robbing them of all they money they are able to get their hands on. For the purpose of still further defeating the ends of justice, Chamley warns those to whom he writes that they should not address mail to him but to "Homeopathic Cancer College, 751 S. Main St., Los Angeles."

Chamley is a versatile and long-lived scoundrel. We have in our files copies of much of the evidence taken when Chamley was under investigation in St. Louis in 1909. The damning facts there brought out make a well-nigh unbelievable story of cupidity, ignorance and cruelty. Yet in all the years that Chamley has been able to pursue his villainous trade, he seems, by some means or other, to have kept out of the pentitentiary. Why, we do not know. Common justice and a decent regard for the public safety alike would seem to demand that he be sent there.—(*From The Journal A. M. A., Sept. 1, 1917.*)

[Chamley died of chronic myocarditis (heart disease) Oct. 27, 1920.—ED.]

W. J. CROZIER

A Mount Morris, Ill., physician sends us a full-page advertisement from the *Mount Morris Index,* which we reproduce in miniature. The advertisement is one of a traveling quack, W. J. Crozier, M.D., who calls himself "A Spanish Specialist in Chronic and Female Diseases." The physician who sends the advertisement writes:

> "I am enclosing a copy of an advertisement which appeared in our local paper last week. I should like if possible to learn this man's standing in the profession, and whether he is licensed to practice in the State of Illinois. If you can assist me in this I shall be much obliged."

W. J. Crozier holds a diploma granted by the Missouri Medical College in 1881. In 1888 he received a license to practice in the State of Missouri and, according to the Missouri State Board of Health, at that time stated that he was a native of France. In 1910 he applied for a license to practice in the State of Michigan on the basis of his Missouri license. He applied not as W. J. Crozier, but as William J. Croziero and, according to the Michigan State Board of Registration, at the time of his application said that he was born at Evansville, Ill. He is licensed also in Indiana and Illinois.

Of course Crozier's business, like that of all quacks, depends wholly on his ability to find newspapers which are willing to carry his advertisements. Fortunately for the Michigan public, that state has a law that protects, to some extent, the sick from vultures of the Crozier type. In October, 1913, W. J. Crozier, alias W. J. Croziero, was arrested in Paw Paw, Mich., and fined $50 for illegal advertising. The action on the part of the local authorities was due, largely, to the fact that Michigan has a wide-awake secretary on its State Board of Registration. Finding Michigan too hot for him, Quack Crozier slid over the line into Indiana, in which state he continued his previous tactics. Crozier's method of getting victims is well described in a letter from a Williamstown, Mo., physician.

> "He [Croziero] came to this town preceded by full-page advertisements in the weekly newspapers, large posters distributed over the community telling that 'Dr. W. J. Croziero, the Spanish Specialist, would soon visit Williamstown, speaking four languages, having twenty-one diplomas from the largest schools in the United States, Germany and all over the world; able to diagnose any disease without asking the patient a single question,' etc. The first night in town he gave a free lecture, everybody invited. His prices were from $35 to $75, payment strictly in advance, and if check was given, his wife cashed checks immediately before any medicine was given. Dressed conspicuously, and did everything that you would expect the advertiser to do."

And now, it seems, Michigan, Indiana and Missouri have passed W. J. Crozier, M.D., Spanish Specialist, on to Illinois. In Illinois, Crozier has dropped the final "o" previously tacked on to his name and has capitalized the "z." Crozier's advertisements are typical of the traveling quack: Lying claims regarding his ability, testimonials, and the usual farrago of nonsense relative to the mysterious methods alleged to be used.

> "I cure Cancer and Ulcers by electricity and blood medicines."
> "I cure epileptic Fits, Paralysis, Shaking Palsey and other nervous troubles."
> "I cure Skin Diseases, Boils and Gall Stones."
> "I cure Female Diseases by the latest scientific treatment; no embarrassing examinations."
> "I cure that palpitating heart."

Here is a testimonal served up to the Mount Morris public, presumably in the hope of catching other victims:

"I had doctored several years for what the doctor called stomach trouble, but received no benefit. I consulted Dr. Crozier. He said I had tape-worm and removed same, which was 47 feet in length.—Matt. Rem."

Why Crozier left Indiana, we do not know, but we have a theory. Some of the country newspapers in that state that are particular about the class of advertising they carry wrote to THE JOURNAL some months ago asking for

"Each man has an aptitude born with him to do easily some feat impossible to any other"

W. J. CROZIERO, M. D.

Spanish Specialist in Chronic and Female Diseases

WILL BE AT

Quincy, Mich.

Monday, September 1st.

AT

The Quincy House

(THE BRICK HOTEL)

For One Week Only

Speaks Spanish, German and English.

Examination Free

Of Heart Special, Chronic and Female Diseases.

Do You Want a Cure?

Office Hours 9 a. m. to 9 p. m. and Open Sunday 1 Cure Chronic and Female Diseases

Is your Health Bad? If So, Now is the Time to Consult Dr. Crozier, the Spanish Specialist.

Examination FREE and Strictly Confidential.

Fifteen Reasons Why You Should Consult Dr Crozier

1. Because we are a specialist and treat only Chronic and Female Diseases.
2. Because we have had thirty years experience in this profession and are conceded by the leading physicians to be the foremost living specialist in our line.
3. Because we have had many years experience in Mexico, Central and South America, where we have successfully treated thousands of cases.
4. Because we have the most modern equipment of Office Instruments and Medicines that money can buy.
5. Because we have successfully treated and cured many cases pronounced incurable by other physicians.
6. Because we have cured to stay cases of Chronic Diseases of long standing, after other physicians had failed to relieve.
7. Because we have cured thousands of cases of Female Diseases without the use of the knife.
8. Because we have cured thousands of cases of Rectal Diseases without the use of the knife.
9. Because we have cured thousands of cases of Nervous Prostration, Nervous Debility, Impotency, Sexual Weakness, Lost Manhood, Varicocele, Blood Poisons, Skin and Kidney Diseases.
10. Because we have cured thousands of cases of Rheumatism, Catarrh, Asthma, Bronchitis, Throat and Lung Troubles, Diseases of the Stomach, Liver, Bowels, Kidneys, Bladder, Nervousness, Dizziness, Fainting Spells, Headache, Backache, Pimples, Blood Poisons, Eczema and Tetter.
11. Because we have cured thousands of cases of Piles, Fistula, Fissure, Ulcers, Tumors, Cancers and Growths without the use of the knife.
12. Because we have cured thousands of cases of Deafness, Catarrh of the Head, Throat and Lungs, Granulated Eyelids, Cataracts, Scrofula, Erysipelas, Tetter, Eczema, Rheumatism, Neuralgia, Sciatica, Locomotor Ataxia, Paralysis, Epilepsy, Fits, Dropsy, Tapeworm, Blood Poisons, Female Weakness and Irregularities, Consumption and Bronchitis.
13. Because we have cured thousands of cases of Chronic Diseases of long standing, after other physicians had failed to relieve.
14. Because we have cured to stay cases of Chronic Diseases of long standing, after other physicians had failed to relieve.
15. Because we have cured to stay cases of Chronic Diseases of long standing, after other physicians had failed to relieve.

What is Cancer?

A short, simple and instructive description of the most treacherous and revolting pain, explaining the origin, symptoms, concomitants and fatal results.

I Take No Incurable Cases.

I look after my patients until they are cured. No fee, no deception, no collusion or other dishonest methods. I have no partners, no other offices, no branches, no other charges, but my whole time and my undivided attention to my patients, and my home is here. Those who wish to consult me should come to my office, as I do not visit patients at their homes.

DON'T PUT IT OFF NOW IS THE TIME

If you have an old Chronic Disease, now is the time to get it cured. Most people don't afford to be sick. Good health is money in your pocket. Health means to you wealth and happiness. Disease and sickness mean financial misery, suffering, discouragement. Which for you? If you were satisfied with a little improvement I would not care to take you as a patient. If you want to continue in the old rut of experimenting with many doctors who in "pick" all trades, the result will be "crooked sure"—the opposite.

Free Lecture from my automobile in front of the Quincy Hotel on Monday Evening, September 1st. (Picnic Day.)

This Lecture is for Ladies as well as Gentlemen.

At Eight O'clock P. M.

Free Band Concert - 7:30 p.m.

WHAT I CURE.

I cure Catarrh, Sore Throat, Bronchitis, Pneumonia, Weak Lungs and Deafness.

I cure Granulated Eyelids, Blurry, Sore or Smarting Eyes and Sore Eyes.

I cure Indigestion, Sour Stomach, Vomiting, Wind Colic and Constipation. I cure that palpitating heart.

I cure Epileptic Fits, Paralysis, Shaking Palsy and other nervous troubles.

I cure Kidney Diseases, Bladder Troubles, Bed Wetting, Irritable Bladder, Stranguary and Stricture Cure.

I cure Skin Diseases, Piles and Fistula.

I cure Female Diseases and Irregularities, Leucorrhoea and Displacements.

The Battle of Death Against Microbes.

In this country alone "the great white plague"—Consumption—has to claim every one-half million people. Three thousand deaths every day in the United States alone—imagine the magnitude of suffering carried and death caused by infectious maladies. They are hardly realized when Two may claim yourself in good health, but one of any person the victim or subject to one of the germs of tuberculosis. If you have two children there is more than an even chance that at least one of them is "infected" with these germs of the primary consumption. But every day readers and people in general are much more intelligently alive to these conditions than ever before, the reasons are very apparent to you if the time being is at hand. You are also of more benefit than to the past one to get the benefit. Don't be governed by what one can't understand or by the advice of your friends who don't know what they are talking about. It requires more "school study together with serious expenses." to establish them. The way to accomplish it is by SPECIALISTS.

Microbes That Kill.

There are fifty different species that cause death from Consumption, Catarrh, Pneumonia, Diphtheria, Bronchitis, Asthma, Sore Throat, Erysipelas, Grippe, Influenza, Pneumonia, Malaria, Yellow Fever, Chronic Lung and Throat Affections

acceptance of his advertising "copy" a great temptation to a struggling country newspaper. THE JOURNAL'S experience has been that the average country newspaper stands for decency and that, when its publisher can be convinced of the true character of such individuals as Crozier, he will refuse to sell space to the quack. It is for this reason that THE JOURNAL takes the present opportunity of stating definitely:

MOUNT MORRIS INDEX

Each man has an aptitude born within him to do easily some feat impossible to any other

W. J. CroZier, M. D.

SPANISH Specialist in Chronic and Female Diseases

Mount Morris, Monday, July 20, 1914

At the Olson Hotel

For One Week Only

No Patients Consulted Until Tuesday Morning

SPEAKS GERMAN AND ENGLISH

Examination Free

I Treat Special Chronic and Female Diseases

DO YOU WANT A CURE?

NO INCURABLE DISEASES TREATED

I hold out no false hopes to the sick. I tell you what I believe to be the truth. I can refer to many people whom I have refused to treat. I do not treat TUBERCULOSIS, DIABETES, BRIGHT'S DISEASE, ASTHMA, ORGANIC HEART DISEASE and many other curable diseases.

14 Reasons why you should consult Dr CroZier

Because he is a specialist and treats only Chronic and Female Diseases.

Because he is not dodging from the asylum [illegible] of a few patients but makes such a specialty.

Because he has had twenty-six years experience treating Chronic and Female Diseases.

Because he has the Chronic cases only. You get access of all the knowledge in consultation with him.

Because he does not treat incurable diseases.

Because he can refer you to many cured people—people you can reach by phone or call.

Because a cure cannot be obtained by spending a few months with any physician who has not one definite specialty to cure.

Because Crozier is on a plane of his own, uses no opium, minerals or poisons but depends entirely on nature's remedies—roots and herbs.

Because he does not claim to cure all diseases.

Because he does not try to bamboozle by using any Latin phrases, but instead talks to you in plain English so you can understand.

Because you owe it to your family, friends and yourself to get cured.

Because you can't spend your money for any one thing that will be a greater returning than money spent on health.

Because he gives you no medicine to take care of yourself there is but one sure and positive remedy.

Because he gives for his patients and they are cured.

What I Treat

Chronic diseases of the Eye, Ear, Nose and Throat, Intestinal Tubes and Lungs, Indigestion, Dyspepsia, Constipation, Liver Diseases and Gall Stones, Stomach and Bowels. Blood and all many troubles Skin Diseases, Gall Stones, Ulcers, Catarrh, Nervous Diseases, Headache, Dropsy, Blood Poison, Female Diseases.

If you have one of these old sores or your leg, I cure it. No ointment, no salves, or rubber bandages.

I cure Female Diseases.

I cure Catarrh, Headache, Neuralgia, weak eyes and Deafness.

I cure Bronchial trouble, Shortness of breath, Cough and Lung Diseases.

I cure Indigestion, Sour Stomach, bloating after meals and Constipation.

I cure that Palpitating Heart.

I cure Nervous troubles.

I cure Kidney diseases, Kidney Stones, Inflammation, Irritated Bladder, Backache, Rheumatism.

I cure Skin Diseases.

Serious Trouble

Approximately more than one of every ten of our people today suffer some degree from a serious trouble which we call constipation. I say "serious trouble" for it has been established beyond question that nearly nine-tenths per cent of the ailments of mankind are traceable directly to this prevalent disorder.

Rose of Life

"In the race of life the man with educated bowels will outpace the man with educated brain." And "Drugs and Chemicals the week while you sleep are a little later going to prevent your working while you are awake."

The Battle of Death Against Microbes

Don't Put It Off—Now Is The Time

What Is Disease?

Why Should I Not Advertise My Business

Read What Illinois People Say

Free Lecture from my automobile at the Band Stand Monday evening, July 20.

This lecture is for Ladies as well as Gentlemen. Free band concert at 7:30 p.m.

Music Furnished by Mount Morris Band

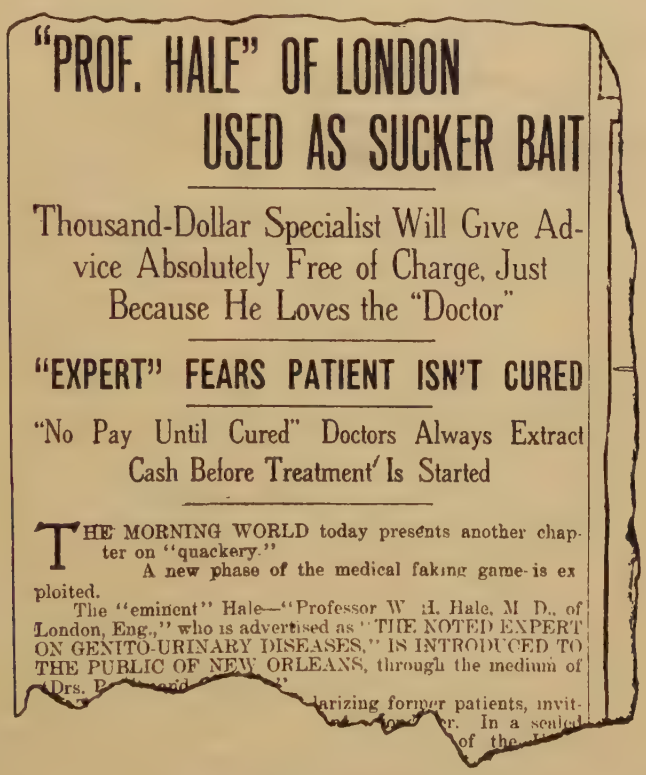
A greatly reduced photographic reproduction of a full-page advertisement of "Crozier" in the Mount Morris (Ill.) *Index*. The original advertisement measured more than one and one-half square feet.

1. W. J. Crozier, alias W. J. Croziero, is a quack.

2. The claims made by W. J. Crozier, alias W. J. Croziero, are false and misleading.

3. The newspaper that has the interest of its readers at heart should give the same short shrift to quacks that they would give to any other individuals who make it a business to prey on the community and obtain money under false pretenses.—*(From The Journal A. M. A., Aug. 1, 1914.)*

License Revoked.—The license of W. J. Crozier to practice medicine and surgery in all their branches in the state of Illinois was revoked by the Department of Registration and Education of Illinois on Saturday, Jan. 18, 1919, for the following specific charges: (*a*) That he has advertised under a name other than his own. (*b*) That he has by false or fraudulent representation obtained or sought to obtain practice in his profession. (*c*) That he has by false or fraudulent representation of his profession obtained or sought to obtain money or other things of value.—*(From The Journal A. M. A., Feb. 1, 1919.)*



"PROF. HALE" OF LONDON
USED AS SUCKER BAIT

Thousand-Dollar Specialist Will Give Advice Absolutely Free of Charge, Just Because He Loves the "Doctor"

"EXPERT" FEARS PATIENT ISN'T CURED

"No Pay Until Cured" Doctors Always Extract Cash Before Treatment Is Started

THE MORNING WORLD today presents another chapter on "quackery."

A new phase of the medical faking game is exploited.

The "eminent" Hale—"Professor W. H. Hale, M. D., of London, Eng.," who is advertised as "THE NOTED EXPERT ON GENITO-URINARY DISEASES," IS INTRODUCED TO THE PUBLIC OF NEW ORLEANS, through the medium of [illegible]

[illegible] arizing former patients, invit[illegible] r. In a sealed [illegible] of the [illegible]

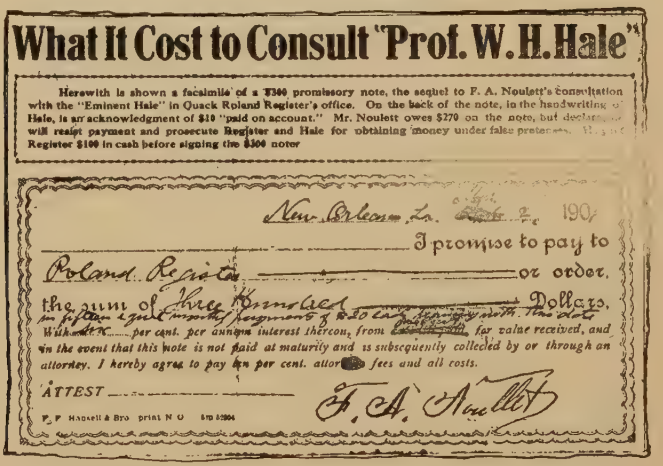
In 1908 a New Orleans paper, the *Morning World*, had an organized campaign against quackery. At that time the scheme of the local fakirs to swindle past and prospective victims by announcing the visit of "Professor" Hale was exposed at some length. Above is a photographic reproduction of the first part of the *Morning World's* articles on this subject.

W. H. HALE

"Can you give me any information about one Dr. William E. Hale, who is at the head of many so-called 'British Medical Institutes' in the United States and Mexico? I understand that he was in the Colorado penitentiary for two years and was arrested in New Orleans and jumped his bail, coming to Mexico."

A. W. PARSONS, M.D.,
Tampico, Mexico.

From the advertisements which Dr. Parsons sends, one of which we reproduce, there is little doubt that "Guillermo E. Hale" is the notorious quack, William H. Hale. Hale claims to be a graduate of the American Eclectic College. This was a fraudulent concern and has been out of existence for years. From 1883 until 1891 Hale and one G. W. Van Vleck were running a diploma-mill in Cincinnati—the "Medical University of Ohio." Diplomas were sold for from $10 to $500 apiece. In 1891 Van Vleck, who was "president," "dean" and "faculty" of this notorious fraud, was arrested and put on trial for felony. Hale fled the state and went to Denver, where he posed as a Chinese physician, "Dr. Gun Wa." While there he was indicted in the United States District Court for fraud. After the indictment, Hale fled to England and operated a fraudulent catarrh and deafness cure. He was indicted in Liverpool, England, tried and sentenced to eighteen months in the penitentiary—and served it.



What It Cost to Consult "Prof. W. H. Hale"

Herewith is shown a facsimile of a $300 promissory note, the sequel to F. A. Noulett's consultation with the "Eminent Hale" in Quack Roland Register's office. On the back of the note, in the handwriting of Hale, is an acknowledgment of $10 "paid on account." Mr. Noulett owes $270 on the note, but declares he will resist payment and prosecute Register and Hale for obtaining money under false pretenses. He paid Register $100 in cash before signing the $300 note

New Orleans, La. [illegible], 190[illegible]

I promise to pay to

Roland Register or order,

the sum of Three Hundred Dollars,

in [illegible] equal monthly payments of $30 each, beginning with this date. With [illegible] per cent. per annum interest thereon, from [illegible], for value received, and in the event that this note is not paid at maturity and is subsequently collected by or through an attorney, I hereby agree to pay ten per cent. attorney fees and all costs.

ATTEST [illegible]

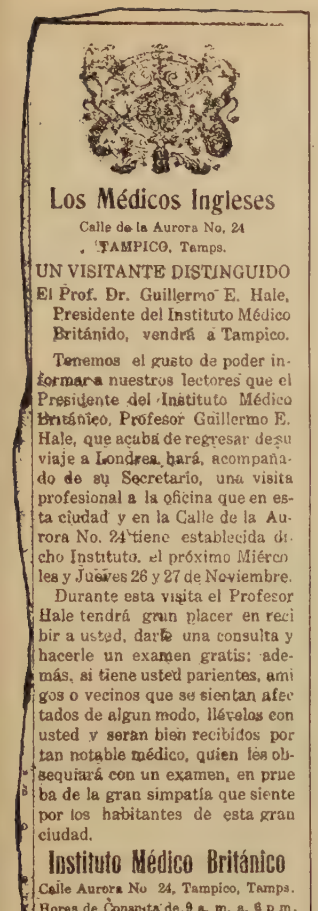
F. A. Noulett

F. F. Hadsell & Bro. print N. O. 5m 63904

Photographic reproduction from the New Orleans *Morning World* indicating what it cost one individual to consult "Professor Hale." It will be noticed that the promissory note is made out to Dr. Roland Register who at that time was acting as stalking horse for Hale.

He returned to the United States after the expiration of his sentence, was arrested in New York under the Denver indictment, and was sentenced to serve eighteen months in the penitentiary—and served it. After his release he went to New York and in 1895 he was indicted in connection with another man for grand larceny. It seems that Hale and his partner in fraud convinced a victim that he was suffering from serious kidney disease which would soon cause madness or death unless he took Hale's "radium cure," for which $1,500 was asked. Hale pleaded guilty to this indictment and served eight months in the penitentiary at Blackwell's Island, N. Y.

In 1900 Hale was in Jackson, Mich., where he was running what he called the "British Medical Institute." In the fall of 1902 he was arrested in Jackson for violating the medical practice act. Through a technicality this case was non-suited, but a warrant was sworn out within thirty minutes of Hale's release; in the meantime, however, Hale had fled. This closed the "British Medical Institute."


Los Médicos Ingleses
Calle de la Aurora No. 24
TAMPICO, Tamps.
UN VISITANTE DISTINGUIDO
El Prof. Dr. Guillermo E. Hale, Presidente del Instituto Médico Británido, vendrá a Tampico.
Tenemos el gusto de poder informar a nuestros lectores que el Presidente del Instituto Médico Británico, Profesor Guillermo E. Hale, que acaba de regresar de su viaje a Londres, hará, acompañado de su Secretario, una visita profesional a la oficina que en esta ciudad y en la Calle de la Aurora No. 24 tiene establecida dicho Instituto, el próximo Miércoles y Jueves 26 y 27 de Noviembre.
Durante esta visita el Profesor Hale tendrá gran placer en recibir a usted, darle una consulta y hacerle un examen gratis; además, si tiene usted parientes, amigos o vecinos que se sientan afectados de algun modo, llévelos con usted y seran bien recibidos por tan notable médico, quien les obsequiará con un examen, en prueba de la gran simpatía que siente por los habitantes de esta gran ciudad.
Instituto Médico Británico
Calle Aurora No 24, Tampico, Tamps.
Horas de Consulta de 9 a. m. a. 6 p m.
Martes y Viernes de 7 a 9 p. m.
Domingos de 10 a. m. a 1 p. m.
Consultorio Principal: 1ª Calle de López. No. 8. México, D. F

Photographic reproduction (reduced) of an advertisement in a Tampico, Mexico, paper of the "British Medical Institute," announcing the alleged visit of the distinguished "Professor" Hale. This same swindle was worked extensively in the United States until the federal authorities put a stop to it.

From that time Hale seems to have been an itinerant. His method was to make the rounds of various cities, his coming being advertised by local quacks, who sent letters to past and prospective victims. These letters stated that "Professor" Hale or Doctor Hale, "one of the greatest living specialists in nervous, chronic and special diseases," is on a visit from London and will be pleased to see the patient in consultation with the man who sent out the letter. The scheme was to obtain money from these victims by this misrepresentation. It seemed to be successful until it was tried in New Orleans. In this city the federal authorities got after Hale and his accomplices (A. S. Dyar and Roland Register) and in 1910 they were found guilty, heavily fined and sentenced to the penitentiary. Hale and his brother quacks appealed and the appellate court granted a new trial on the ground that the lower court erred in admitting the damning evidence against Hale.

Now it seems Hale is humbugging the gullible in Mexico, and has resurrected his "British Medical Institute" and is now conducting the concern under the term, "Instituto Médico Británico."

Quackery is international in its scope. We trust that our southern neighbors will find it feasible to put "El Prof. Dr. Guillermo E. Hale, Presidente del Instituto Médico Británico" where he can be kept at state expense. It will be much cheaper for the Mexican public. — (*From The Journal A. M. A., Jan. 10, 1914.*)

GERALD MACAURA

Gerald Macaura is a quack of international notoriety who calls himself "doctor" and claims to hold a diploma from the National Medical University of Chicago. The official list of the alumni of the National Medical University of Chicago does not contain Macaura's name. Even if it did, Macaura would have nothing to brag about, for the National Medical University, now defunct, was an institution of the sun-down variety whose reputation was so unsavory that it was not recognized by the authorities of any of the states of the Union including the very state in which it did business.

Gerald Macaura calls himself a "vibrotherapist." In 1904 he was in Baltimore. About a year later he transferred his activities to Dublin, Ireland, where in partnership with another quack, one Dick Sorelle, he conducted a

medical institute under the title the "American Doctors." Like other quacks—medical and otherwise—he commercialized his country's emblem by floating the Stars and Stripes above his fakery. In those days, it seems, Macaura had not started his vibrotherapy brand of quackery, but was relieving the gullible of their money *via* the "electric treatment" route.

In 1908 Macaura crossed the Irish channel and opened another "institute" in Manchester, England. It was at this time that he brought out his "blood circulator" which, he assured his dupes, was "Protected by His Majesty's Royal Letter Patent." The "blood circulator" he first christened the "Pulsator," but later changed its name to the "Pulsocon." Finding England a verdant pasture Macaura soon decided that Manchester offered too small a field for his talents, and in 1910 he moved to London. It was here that he gave full play to his advertising genius—for the quack undoubtedly has genius in this line. He rented the Albert Hall, one of the largest auditoriums in London, and opened

DOCTOR'S INVENTION THAT LOOSENS STIFF JOINTS.
MACAURA LECTURES
AT CLAVIER HALL
THREE TIMES DAILY
WHAT A DOCTOR'S INVENTION IS DOING FOR SUFFERERS.
CURES THAT WILL LIVE IN HISTORY.
STEAD AND HIS PATIENTS AT CLAVIER HALL
STEAD TO TEST MACAURA'S "PULSOCON."

Greatly reduced reproduction of some of the advertisements run by Macaura in the London newspapers during his campaign in that city. Note the way in which the late editor of the English *Review of Reviews* was made an advertising asset by this quack. Macaura opened his advertising campaign by hiring the Royal Albert Hall, later he used Clavier Hall.

his campaign with a two-night "show" that was widely advertised in the London newspapers. Macaura spent tens of thousands of pounds on newspaper advertisements.

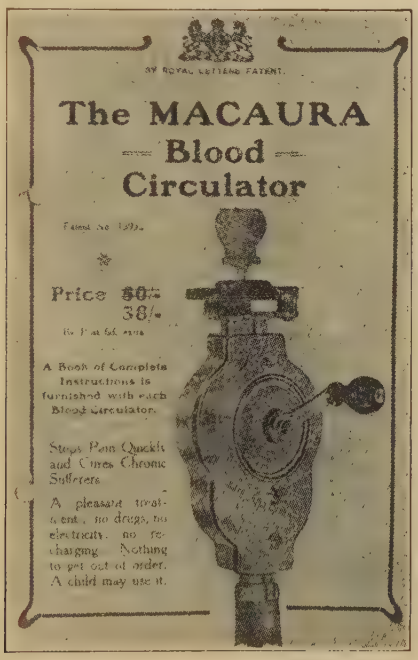
As a master-stroke of advertising, Macaura was able to interest the late W. T. Stead in his faking and page after page of the London papers were filled with Macaura's blatant advertisements in which Stead's name was capitalized and used as a huge advertising asset. Mr. Stead was undoubtedly honest in his belief that Macaura had something of value in his widely heralded treatment. In this instance, as in some others equally well known, the late editor of the English *Review of Reviews* showed a sincerity of purpose that was exceeded only by his appalling lack of judgment on things medical. A few years before, Mr. Stead had advocated the notorious Count Mattei "cancer

cure" which investigation showed to consist of nothing but water; later, he came to the support of an equally worthless cure for cancer—violet leaves; then it was Macaura's "Pulsocon." Needless to say, Macaura took full advantage of the publicity given him by his champion, Mr. Stead, and he reaped a golden harvest. Needless to say, too, when Mr. Stead finally admitted the worthlessness of Macaura's "treatment" the publicity given this admission was practically *nil*. How beautifully Macaura worked the British public can be gathered from the following incident. One of the cheaper evening London papers in the summer of 1910 contained this news item:

WELL-KNOWN DOCTOR'S CHAUFFEUR FINED

At Beaconsfield Police Court yesterday the chauffeur employed by Dr. Gerald Macaura, inventor of the Macaura machine, was fined £5 and £3 8s 6d costs for exceeding the speed limit.

Dr. Macaura explained that he was behind with his appointments, with several important patients, and was at the time on his way to the residence of the Earl and Countess Roberts at Ascot.


BY ROYAL LETTERS PATENT.
The MACAURA
Blood
Circulator
Price 38/-
A Book of Complete Instructions is furnished with each Blood Circulator.
Stops Pain Quickly and Cures Chronic Sufferers.
A pleasant treatment, no drugs, no electricity, no recharging. Nothing to get out of order. A child may use it.

Photographic reproduction of the back cover of Macaura's booklet showing the vibration device sold in England under the name "Pulsocon" and in the United States as the "Cirkulon."

Eight guineas and six pence (about $40.) was certainly dirt cheap for such a magnificent puff. What plebeian cockney, with "a sneaking liking for a lord," could withstand the subtle suggestion that by purchasing one of Macaura's "Pulsocons" he would be able to obtain the same "treatment" as that given to Earl Roberts?

In time, as in all such cases, the British realized what Macaura was, and his blatant and mendacious advertising was insufficient to overcome the counter-force of the knowledge of his inefficiency and fraud. Then in the autumn of 1911 the quack announced that he was coming back to the United States.

At the time, THE JOURNAL felicitated London on being well-rid of a most undesirable citizen. For some reason Macaura changed his mind and instead of returning to the United States transferred his fraudulent operations to the continent. In the latter months of 1912 the newspapers announced that Macaura was expelled from Prussian state territory on the charge of "attempt to cheat." In Paris he fared even worse, although he found several Parisian papers that were willing to share in the fraud money he obtained from the sick. The public prosecutor accused Macaura of illegal practice of medicine and the quack was arrested on the charge of swindling. The case was decided a few days ago when, according to the Associated Press reports, Gerald Macaura was sentenced to three years' imprisonment and a fine of $600 on a charge of fraud.

DAILY MIRROR 'Advertisers' Announcements. Page 15

DR. MACAURA, F.R.S.A.,

Late member of the Royal Institute of Public Health, London, and graduate of the National Medical University of Chicago. Dr. Macaura successfully demonstrated on Thursday and Friday on test patients submitted by Mr. Stead at Clavier Hall to huge and fashionable audiences. The treatments, it is understood, were entirely satisfactory to Mr. Stead and his physicians.

One of Macaura's advertisements appearing in the London *Daily Mirror.* Notice his claim to have been graduated by the National Medical University of Chicago. The official list of the alumni of the National Medical University does not give Macaura's name. If it did Macaura would have nothing to be proud of, as this "university" was a night school not recognized by the Illinois authorities.

After Macaura has served "time" he will probably return to the United States, where he may feel tolerably safe in conducting his quackish operations, provided he does not come in conflict with the federal laws. In fact, the device by which he has swindled so many thousands, has come to the United States ahead of its self-styled inventor. In this country it is not sold as the "Pulsocon" but as the "Cirkulon." The "Cirkulon" is exploited by the Cirkulon

Institute, 1109 Grand Avenue, Kansas City, Mo. In Great Britain Macaura's device sold for 38 shillings (about $9.50). When purchased in Kansas City, however, $15 is the price. At present the "Cirkulon" is not being pushed extensively. We may expect three years hence, when its "inventor" is able to put aside his convict's suit and again don civilian garb that an energetic campaign will be started. So long as a gullible public and venal newspapers exist, so long will quacks of the Macaura type flourish.—(*From The Journal A. M. A., May 30, 1914.*)

MICROZONE MEDICINE COMPANY

Writes a physician:

"The enclosed envelope with contents was sent to my son, who is drafted for the Army. Evidently all of these boys are getting it. Something ought to be done to protect the boys."

The envelope contained a card on one side of which was printed a picture of the "Heart of Hot Springs, Ark.," headed "World's Garden of Health Controlled by U. S. Government." On the other side the Microzone Medicine Company of Hot Springs, Ark., advertises "the only treatment which will positively cure inherited or contracted specific blood poison permanently." Further, the recipient is told that "out of 7,000 patients who have taken our treatment . . . not one has failed to be cured permanently. Many were cured privately at home by mail. . . ." In addition to the card, the envelope contained two crude facsimiles of ten dollar Confederate bills, on the back of which "Microzone," the "King of all treatments for blood poison," was advertised—"$25 for full treatment!" The Microzone Medicine Company, according to material in our files, is operated by a quack, one J. M. Byrd, whose license the Arkansas authorities revoked in 1913. In a letter written in 1914 Byrd said: "I am now confining myself to the sale of a syphilitic cure . . . and I can make more money in that way and make it much easier than to do a general practice." At the same time Byrd was advertising a pamphlet with a salaciously suggestive title. Now, it would seem, Mr. Byrd would make more easy money by selling a fake syphilis cure to the young men who make up the National Army. Some men make a living out of war by robbing the dead on the battlefields; they at least do not impair the efficiency of the army. Other men rob the boys in khaki while they live, taking both money and health. They do this at a safe distance from the firing line and use as an instrument the United States mails.—(*From The Journal A. M. A., Sept. 8, 1917.*)

ORRIN ROBERTSON

The following interesting letter is from a lady living in one of the southwestern states:

"Under separate cover I am sending you a copy of a preposterous circular sent out by one Orrin Robertson of Arkansas City, Kan. This paper was given to me by a lady who is connected with me by marriage and who has a cancer in what must be both an inoperative and incurable stage. Instead of going, as I begged her to, to one of the surgeons of M———— when there was only a small lump in her breast, she went first to Johnson of Kansas City, Mo., then to Weltmer of Nevada and now she is planning to go to Robertson. It takes her hours every day to wash and cleanse the breast. It bleeds very freely, and has a raw open surface several inches in diameter. How any one can take any stock in a man who can publish such a thing is unaccountable to me.

"My doctor advised me to send the publication to you to have Robertson exposed in THE JOURNAL, as you are doing with other charlatans and frauds. You may say that he is not worth noticing, but he reaches a great many people who ought to know better, and his bitter denunciation of regular practitioners and his 'proofs' of the awful things they give as medicines ('glanderine' for instance) are enough to shake the confidence of a very large class of people in the medical profession. I have no hope of doing any good in the case I write of. But an exposé in THE JOURNAL might help reputable physicians to keep others from taking the chances of going to him."

Watch them run—
going into utter darkness

The above picture partially shows the situation. The light of Anthropology (SOME of many things—for example, removing Gall Stones; curing Diseases of women; curing Cancers and Appendicitis without a surgical operation) is driving physicians who operate into utter darkness. The physicians of the Twentieth Century should rise above the brutality of surgical operations.

Write and Ask for a Copy of Our Journal. It Will Give You More Information.
Address All Letters to DR. O. ROBERTSON, Arkansas City, Kansas

WARNING!

Patients or their friends visiting me should come direct to the Sanitarium—do not be decoyed off by drummers, tiebearers and rogues who may try to take you some where else—either to stop or be treated. Many of my patients have been deceived by consummate thieves and scoundrels. Some persons have been sent back home, telling them I was not in town. Honest, unsuspecting persons are liable to be deceived by a trained scapegallows of this sort. Anyone talking against us are irresponsible and only of a low class. Pay no attention to them. At depot call for U. P. Bus Line, and they will take you direct to our Sanitarium, night or day, and there ask for me or my FIRST ASSISTANT and you will get the desired information

O. ROBERTSON,
Arkansas City, Kansas

SPECIAL NOTICE Do not forget that the doctors and their henchmen are fighting me because I cure the people without the knife, by a method which is contrary to their teaching. I do not belong to their clique

A greatly reduced facsimile of a page from Robertson's *Journal of Anthropology*.

The preposterous circular that our correspondent forwards is a twenty-eight page advertising sheet called *Robertson's Journal of Anthropology*. Robertson calls himself "the Old Reliable Specialist, Discoverer, Originator and Founder of Anthropology, the Pneumo-Psycho-Manas-Soma System." He has been quacking it for many years. He was graduated in 1895 by the homeopathic department of the State University of Iowa, but five years before this he seems to have been at San Antonio, Tex. His name does not appear again in the medical directories until 1900, at which time he is found at Louisburg, Kan. From 1902 to 1908 he was at Quenemo, Kan., where he operated a fake institution known as the "American University of Anthropology." In 1910 he is found at Kansas City, Mo. In 1911 he seems to have been at Agra, Okla. At present writing he is at Arkansas City, Kan.

Robertson claims to be a "graduate of thirty-one different colleges, universities and institutions in this country and Europe." Some of the "institutions" from which he holds diplomas or certificates are:

Society Oriental Mystics, Chicago, Ill.:—N. E. Wood, A.M., M.D., president; Thomas J. Betiero, M.D., secretary; George V. Booker, treasurer.

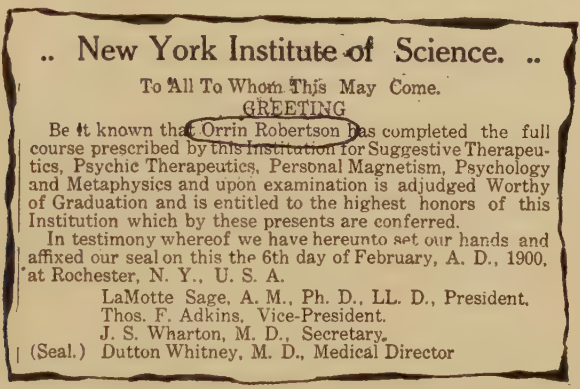
The Temple of Moomntaj-Lyumbia "Ka Lama Zurija" India, Chicago, Ill.:—Dr. L. W. de Laurence, Yoghee and High-Caste Adept in Art Magic and Famous Magician of Alchemy and Fire.

Ancient Order of Oriental Mystics, Chicago, Ill.:—Andrew Black, Ph.D., president; T. J. Betiero, M.D., secretary; E. S. Adams, treasurer.

New York College of Magnetics, New York:—E. D. Babbitt, M.D., dean, F. G. Welch, M.D., president board of trustees.

New York Institute of Science, Rochester, N. Y.:—X. La Motte Sage, president; Thos. F. Adkins, vice-president; J. S. Wharton, M.D., secretary; Dutton Whitney, M.D., medical director.

College of Therapeutics, Boston, Kansas City and Los Angeles:—Joseph Rhodes Buchanan, M.D., president.



.. New York Institute of Science. ..

To All To Whom This May Come.
GREETING

Be it known that Orrin Robertson has completed the full course prescribed by this Institution for Suggestive Therapeutics, Psychic Therapeutics, Personal Magnetism, Psychology and Metaphysics and upon examination is adjudged Worthy of Graduation and is entitled to the highest honors of this Institution which by these presents are conferred.

In testimony whereof we have hereunto set our hands and affixed our seal on this the 6th day of February, A. D., 1900, at Rochester, N. Y., U. S. A.

LaMotte Sage, A. M., Ph. D., LL. D., President.
Thos. F. Adkins, Vice-President.
J. S. Wharton, M. D., Secretary.
(Seal.) Dutton Whitney, M. D., Medical Director

Robertson seems to possess "diplomas" from a large number of fake institutions and, relying on the public's ignorance of the character of such concerns, he advertises his alleged qualifications. The "New York Institute of Science" was an utterly fraudulent concern and was driven out of business by the federal authorities.

If anything further were needed to convince the thoughtful that Orrin Robertson is a full-fledged quack his connections with these institutions should do it. There is nothing, apparently, that Robertson doesn't cure, if one is to believe the balderdash he sends out in his *Journal of Anthropology.* He particularly emphasizes his success in the "non-surgical treatment of gall-stones," a field of endeavor that seems to lend itself peculiarly to the quack and the charlatan. The typical gall-stone-cure faker gives his victim a large dose of some bland oil, such as cotton-seed oil or olive oil, follows it up by a saline cathartic and points with pride to the "gall-stones," as he styles the soapy concretions passed by persons taking such a mixture. Robertson goes the old fake one better; he claims to remove gall-stones by means of the "Seven Sacred Oils which grow in seven different climes." Not only this, but Robertson says: "I never give the same oils to a person with light hair and eyes that I do to one with dark hair and eyes."

Robertson calls his "seven sacred oils" the "Elixir of Life." He claims:

"One oil acts specifically upon the entire head and throat.
"One oil acts directly upon the esophagus.
"One oil acts directly upon the stomach."

And so it goes, each oil acting a little lower down, until we reach the seventh oil which "acts directly" on the rectum. More wonderful yet, we are told:

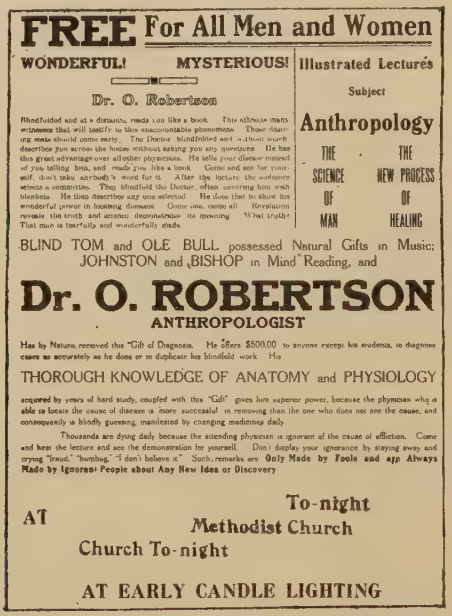
"In seven minutes after you take a dose of the seven oils, rub your hand across the back of your neck and you can smell the oils.

"In fourteen minutes, rub your hand across the spine in the thoracic region and you can smell the oils.

"In twenty-one minutes, rub your hand across the spine in the lower dorsal region and you can smell the oils."

And so on. The figure seven is his Shibboleth. Thus:

"There are seven mineral substances, and seven vegetable substances and seven mental substances and seven psychic substances, and seven spiritual substances, which, when put together, doth make a *Magical Compound,* which, when properly applied, according to the temperaments, subverts the diseases of the *Liver.* It removes *Gall Stones.*"



FREE For All Men and Women

WONDERFUL! MYSTERIOUS!

Dr. O. Robertson

Blindfolded and at a distance, reads you like a book. This attracts many witnesses that will testify to this unaccountable phenomena. Those desiring seats should come early. The Doctor blindfolded and without touch describes you across the house without asking you any questions. He has this great advantage over all other physicians. He tells your disease instead of you telling him, and reads you like a book. Come and see for yourself, don't take anybody's word for it. After the lecture the audience selects a committee. They blindfold the Doctor, often covering him with blankets. He then describes any one selected. He does this to show his wonderful power in locating diseases. Come one, come all. Revelation reveals the truth and science demonstrates its meaning. What truth! That man is fearfully and wonderfully made.

Illustrated Lectures

Subject

Anthropology

THE SCIENCE OF MAN

THE NEW PROCESS OF HEALING

BLIND TOM and OLE BULL possessed Natural Gifts in Music; JOHNSTON and BISHOP in Mind Reading, and

Dr. O. ROBERTSON

ANTHROPOLOGIST

Has by Nature received this "Gift of Diagnosis." He offers $500.00 to anyone except his students, to diagnose cases as accurately as he does or to duplicate his blindfold work. His

THOROUGH KNOWLEDGE OF ANATOMY and PHYSIOLOGY

acquired by years of hard study, coupled with this "Gift" gives him superior power, because the physician who is able to locate the cause of disease is more successful in removing than the one who does not see the cause, and consequently is blindly guessing, manifested by changing medicines daily.

Thousands are dying daily because the attending physician is ignorant of the cause of affliction. Come and hear the lecture and see the demonstration for yourself. Don't display your ignorance by staying away and crying "fraud," "humbug," "I don't believe it." Such remarks are **Only Made by Fools and are Always Made by Ignorant People about Any New Idea or Discovery**

AT **To-night**
Methodist Church
Church To-night

AT EARLY CANDLE LIGHTING

Reduced facsimile of a poster used by Robertson in announcing his "illustrated lecture" on "Anthropology."

In addition to gall-stones, Robertson also features a "cure" for cancer. Of course his treatment is "non-surgical"—he does not cure by "cutting, burning, blistering or x-ray." He has the usual list of testimonials purporting to be from men and women who have been cured of cancer. To read the advertising matter sent out by Robertson and to realize that this hodgepodge of nonsense and charlatanry can and does deceive and defraud thousands of people, makes one gasp at the depths of human credulity. It causes the thoughtful to wonder whether the average intelligence in 1914 is above that found in the days when magicians, witches, gnomes and fairies were established institutions. That such fakers as Robertson are a real menace, however, is evident from the facts brought out in the letter published above. This emphasizes the need of protecting the credulous sick and ignorant from the dangers to which their credulity and lack of knowledge expose them. A state which throws the protection of an admirable "blue-sky law" around the unsophisticated investor should not tolerate for an instant such a mean and contemptible trade as that carried on by Robertson.—(*From The Journal A. M. A., Feb. 7, 1914.*)

"OBESITY CURES"

Women's fashions during the past few years gave a wonderful stimulus to one branch of quackery—the exploiters of "obesity cures." The desire to be slender—and slender to a degree often far beyond that compatible with good health—caused thousands of women to throw away money on so-called reduction treatments that were either dangerous or worthless, and sometimes both. Thyroid extract was the basis of many of the "fat reducers" first put on the market and this drug is still used in some of them. The public, however, has been warned of the dangers of this powerful agent so that it is becoming increasingly difficult for those who live on the fat of the land to sell remedies of this type.

Fucus vesiculosus, variously known as bladderwrack, sea-wrack, kelp-ware and sea-oak, has also been used in many instances as an ingredient of obesity cures. There seems to be no explanation for the popularity of this species of seaweed as a remedy for obesity. In fact, it is said that this particular seaweed is used in some localities as a food for hogs in the belief that it makes the animals fat! Phytolacca-berry (poke-berry) has also been recommended but its use is both dangerous and unsatisfactory. Lemon juice, too, had its day as a weight reducer. The exploiters of obesity cures have turned this fad to account by making citric acid the basis of some of the obesity cures. The increasing popularity of so-called drugless methods of treatment of disease has resulted in many alleged "drugless" treatments for obesity—for quackery is nothing if not versatile.

Practically every "fat cure," no matter to what type it belongs, is exploited under two specific claims: First, that those who use it do not need to diet; second, that they need not exercise. It is hardly too broad a statement to say that every "obesity cure" is also sold under the claim that it is different from every other "obesity cure." The most wildly extravagant representations are made by the dispensers of these worthless cures. Especially is this the case in those that are sold on the mail-order plan rather than directly through the drug-stores. It is after the purchaser has parted with her money that she finds how widely the "treatment" she has purchased differs from what she had been led to believe it was. The preparations discussed in this pamphlet are but a few of the hundreds on the market. They are, however, typical.

Those who eat much and exercise little are likely to become obese, and no treatment that ignores the cause of the condition can or will be effective. The taking of drugs for the reduction of weight is a dangerous procedure at best and should never be done except under the personal supervision of a physician. In general, the medicinal treatment of obesity is not successful. While it must be admitted that in some instances the treatment of obesity is unsatisfactory, it still remains a fact that care in the selection of the kind and amount of food eaten, together with exercise, preferably in the open air, offer the best results. A high medical authority has said: "There are few diseases that the physician is called on to treat in which it is so vitally important to adapt the treatment to special cases, as in obesity, and it must be varied from day to day to respond to indications as they arise."

The gist of the matter is well summed up in the article by Dr. Wiley and Miss Pierce that appeared in *Good Housekeeping,* January, 1914, under the title "Swindled Getting Slim":

"Overeating and under-exercising are the main causes of too much fat. Remove the causes, and keep them removed. If you are not willing to do this, accept the fat and be jolly about it, and enjoy yourself; but don't spoil your digestion and general health, and waste your money, by patronizing advertised obesity-cures. Better alive, fat and jolly, than svelte—and dead!"

THE "TEXAS GUINAN INC." FRAUD

Quackery is disreputable and vicious, because, as a rule, it not only defrauds but also trifles with health and life itself. Occasionally there are varieties of quackery that attack only the purse. The Texas Guinan obesity "cure" is one of these.

Texas Guinan is an actress. Her connection with the obesity cure that bears her name is explained briefly in the following news item that appeared in the papers early in August of this year:

> "DENVER, Colo., Aug. 4.—Marjorie Hamilton has been deposed as the light in the lives of fat women who seek to reduce, and a new queen reigns in her stead, the Denver stage favorite, Texas Guinan, according to a telegram received from that young woman today.
>
> The message says she has been paid $50,000 by Walter C. Cunningham, Marjorie Hamilton's husband, and head of the fat reduction bureau, and H. D. Turner of Los Angeles, for the method she says she used in reducing herself from 204 pounds to 134."

Most of THE JOURNAL'S readers will remember its exposure of "Marjorie Hamilton's Obesity Cure" and the individual who operated it, Walter C. Cunningham. The federal authorities followed up this exposure, and Cunningham and his wife, Marjorie, were indicted by the federal grand jury and later arrested.

A RETROSPECT

To recapitulate briefly: In 1906 Cunningham is said to have served a term of eight months in jail in Minneapolis for fraudulently listing fees when he was "president and manager" of a real estate business of that city, conducted under various names. After completing his jail sentence, Cunningham, it is said, went to Rochester, N. Y., where he became associated with a concern which has exploited various mail-order medical fakes. At this time he is said to have married Evelyn Burlingame and soon thereafter to have gone to Buffalo, where he started a mail-order business, selling "beauty treatments." The business was conducted in his wife's name. In 1909 Cunningham transferred his operations to Chicago, where, after a brief period of employment with the Currier Publishing Company, he started a mail-order bust-developer and wrinkle-eradicator concern under the name of his wife, Evelyn Cunningham. In 1910 Cunningham sold his interest in this concern and incorporated another one along the same lines—the Della Carson Company—later disposing of this also. In the meantime he was divorced from Evelyn, and on Sept. 19, 1911, married Marjorie Hamilton—the "Calendar Girl"—who, on Sept. 6, 1911, had obtained a divorce from her previous husband, William Kerting. Kerting, according to the newspapers, sued Cunningham for $25,000 for alienating his wife's affections. At the time of his marriage to Marjorie Hamilton, Cunningham had left Chicago and had opened a new establishment in Denver. Here he exploited the "Marjorie Hamilton Obesity Cure," the "Princess Tokio Beauty Company" and the "Cunningham Mail-Order School." THE JOURNAL'S exposure of these three frauds made them unprofitable, and the next the public heard of Cunningham's activities was that given in the newspaper item reproduced above.

As late as Aug. 5, 1913, the newspapers reported that Marjorie Hamilton was about to get a divorce from Cunningham, charging that this gentleman "did everything mean, even to punching her face." Marjorie, in an interview published in a Chicago newspaper at that time, was quoted as saying:

"Mr. Cunningham has another scheme now for money making. I'd advise the people who are dealing with him to look out. He has advertised his successes very widely, but he has kept his failures intensely quiet. He is like a balloon that would blow up in a moment if a pin should stick it."

We have, then, historically considered, the following enterprises of Mr. Cunningham:

North American Co.: fraudulent real estate.
Evelyn Burlingame: mail-order beauty treatment.
Evelyn Cunningham: mail-order bust developer and wrinkle eradicator.
Della Carson: mail-order bust developer, wrinkle eradicator and fat reducer.
Marjorie Hamilton: mail-order fat reducer.
Princess Tokio: mail-order beauty treatment.
Texas Guinan: mail-order fat reducer.

TEXAS TO THE RESCUE

Texas Guinan comes to the obese public—especially the female portion of it—with this alluring challenge:

"I have at last, finally and forever, conquered the mystery of harmlessly reducing flesh! I challenge the world to produce any person I cannot promptly take down in weight, and guarantee to make slender quickly."

Like most obesity cures of the so-called drugless variety, the Texas Guinan humbug is "entirely different" from anything else! To quote: "It is not like the Marjorie Hamilton treatment—as absolutely different as day from night." Neither, according to Texas, is the treatment anything like the Dr. Bradford treatment, the Dr. Turner treatment, the Susanna Cocroft treatment, the Dr. Kellogg treatment, the Dr. Spillinger treatment, the Burns Belt or Hattie Biel treatment, nor like "Fat Foe," "Fat Off," "Berledets" or the Annette Kellerman treatment.

Texas says she has to laugh when she realizes how much money she squandered "trying the various fat-reducing treatments so heavily advertised by charlatans of the American Medical Association." In fact, she advises her fat sisters, "Tell the quack A. M. A. doctors and specialists to go hang."

THE COMPLETE LETTER WRITER OF QUACKERY

It is an education in quackery to receive a complete set of the advertising matter, follow-up letters, booklets, etc., sent out by Cunningham, or shall we say Texas? The booklet which those who answer the advertisements receive, is in itself a gem of impudence and mendacity. It contains various pictures of Texas Guinan in different varieties of stage dress and undress—fat, lean and medium. In it the lady tells how she was about to lose her position because she was getting too fat. "In tights I was a sight at 204 pounds," she says, and publishes a picture to prove it. Mr. Shubert, the theatrical gentleman, we are told, patted her on the shoulder and led her "quietly to the door leading out of the private entrance of his office." Thus cast into outer darkness, she determined to remove her surplus fat, and finally "out of the chaos came an inspiration."

She followed out the "inspiration" and took off 17½ pounds in ten days—we have her word for it! Joy returned! "I was found dancing before the mirror,

singing as a full-throated field lark sings at dawn." Day by day, she says, she saw her "limbs that had been so big and ugly and cumbersome regain their lost slimness and beautiful lines"; she saw her "big bust . . . slowly subside back to its original shape"; her "abdomen lost its swollen and unnatural appearance"; in fact, "the days passed like happy dreams." Naturally, she went back to Mr. Shubert, who, with a due appreciation of poetic justice, at once "dictated a contract that made my eyes stick out."

Wrinkles Vanish Over Night
$5,000 IF SHE FAILS—BUST DEVELOPS QUICKLY
No More Fat Folks—Beauty Book Free—Wonderful Beauty Secrets Revealed by Famous Beauty, Winner of $10,000 Tribune Prize—Superfluous Hair Vanishes Like Magic by New Treatment
DELLA CARSON,
Ten Thousand Dollar Beauty Prize Winner
Free Beauty Book
WRINKLES GO QUICK!
PRINCESS TOKIO
LOOK YOUNG AGAIN
FAMOUS ACTRESS LOSES 70 LBS. OF FAT
LET ME START YOU IN THE MAIL ORDER BUSINESS
THE NEW FARCELS POST STEADY MILLIONS to MAIL ORDER PEOPLE
No More Wrinkles
BEAUTIFUL BUST
WHY BE FAT?
NO DRUGS!
NO STARVATION!
NO EXERCISES
REDUCE FAT QUICK
FAT VANISHES ONE POUND A DAY
TRUE SUCCESS AT LAST

Photographic reproductions (greatly reduced) of advertisements of some of Cunningham's mail-order schemes. In the upper row: The "Della Carson Wrinkle-Eradicator" on the left and "Texas Guinan Obesity Cure" on the right, with the "Princess Tokio Wrinkle-Eradicator" between. In the lower row "Cunningham's Mail-Order School" on the left, the "Marjorie Hamilton Obesity Cure" on the right and "Evelyn Cunningham Bust-Developer" between.

A REQUEST FROM A LEAN MAN

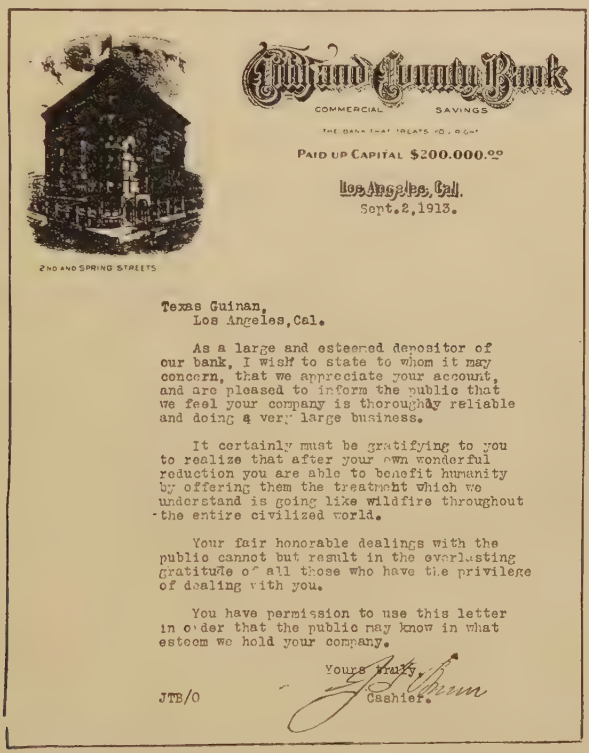
Being desirous of finding out all that could be found out about Mr. Cunningham's latest venture, the member of THE JOURNAL staff in charge of this department wrote the following letter to Texas Guinan:

"Dear Madam: Please send me your new book that is free and oblige."

The name signed was one of several assumed in writing for quack literature; no prefix, "Miss" or "Mrs.," was put before the signature. This point is mentioned because, as will be seen later, this short, non-committal, uninforming, unemotional, strictly business-like note from a lean man was to bring

a series of heart-to-heart letters from Texas Guinan. "My dear friend" wrote Texas—but let her speak for herself:

"I am sincerely glad to get personally acquainted with you through your reply to my advertisement. I am positive it is going to prove a friendship that will result in a world of boundless happiness for you, of a deep, sincere and unforgetting gratitude on your part for the great, glorious, precious new liberty that will be yours after you have been forever released from the cruel prison of Fat that has so long held you captive; when you will arise in the morning and greet each beautiful new-born day with a glad song upon your lips instead of a sigh; when you will glow from head to foot with a thrilling exultation of becoming slender day by day, actually seeing with your own eyes the superfluous flesh melt away; and instead of the flabby ungainly lines, the new and bewildering grace of youth will steal as if by magic over your entire form."



2ND AND SPRING STREETS

City and County Bank

COMMERCIAL SAVINGS

THE BANK THAT TREATS YOU RIGHT

PAID UP CAPITAL $200.000.00

Los Angeles, Cal.
Sept. 2, 1913.

Texas Guinan,
Los Angeles, Cal.

As a large and esteemed depositor of our bank, I wish to state to whom it may concern, that we appreciate your account, and are pleased to inform the public that we feel your company is thoroughly reliable and doing a very large business.

It certainly must be gratifying to you to realize that after your own wonderful reduction you are able to benefit humanity by offering them the treatment which we understand is going like wildfire throughout the entire civilized world.

Your fair honorable dealings with the public cannot but result in the everlasting gratitude of all those who have the privilege of dealing with you.

You have permission to use this letter in order that the public may know in what esteem we hold your company.

Yours truly,

JTB/O

Cashier.

The City and County Bank of Los Angeles describes as "fair, honorable dealing" a business which sells, under fraudulent claims, thirty cents' worth of simple drugs for twenty dollars.

The "bewildering grace of youth" was an appealing promise—to a lean man of 40—and the enthusiasm of Texas was contagious:

"Listen, dear friend: I am so wildly enthusiastic over my world-thrilling, perfect and positive fat reducer that I am madly impatient for every fat human being in the universe to get the wonderful benefits of it right away!"

"Madly impatient" is good. Why this mad impatience, may be explained by the following paragraph that occurs a little further along in the letter:

"I am a woman, and in this thing heart and soul, out of the great joy it has brought me both to be slender and to see all others slender, so if you will fill out the enclosed guarantee order blank and send it at once, with $20.00, there will be sent you immediately under plain

cover the complete guaranteed Texas Guinan positive fat reducing treatment, of which you have never dreamed, and which the world has never before seen advertised in America.

For a paltry $20 Texas was "madly impatient" to send her unfailing treatment! And how simple and harmless it was to prove!

"With this absolutely unfailing fat reducer, let me firmly impress upon you that you have no internal medicine to take, no nauseous pills, tablets, or powders, no exercise of any kind —not one, no tortuous massage, no masks or apparatus, no rollers, none of the old, moth-eaten, worn-out, silly, senseless, daily self-denial, or third degree methods. I guarantee all this, and on the day you receive the treatment you will yourself be happily aware that you have at last found the only real and rational treatment known to the world's science."

And, after dilating on the evils and tortures of fatness:

"After the dark hours, dear friend, comes the dawn. This dawn is now for YOU!"

Then came the peroration and the letter closed:

"Hoping to receive your $20.00 order as soon as possible, I am, Your Deeply Sincere and Sympathetic Friend, Texas Guinan."

THE SECOND LETTER COMES

Four days after the first letter was received, Letter No. 2 arrived, in which Texas says:

"I am puzzled! More puzzled than disappointed at failing to get a warmly enthusiastic response from you before now."

She need not have been puzzled, as she failed to allow sufficient time to elapse between the first and second letters for an answer to her first letter to reach Los Angeles from Chicago, even had it been written at the earliest possible moment. Possibly Miss Guinan expected a telegram:

"Well knowing your inmost yearning, burning desire to be slender and feeling sure you fully realize my positive treatment will make you so, I even expected your Rush Reply by Special Delivery."

Evidently the trouble lay in the letter sent from THE JOURNAL office. It was too confiding, too personal, for Texas says:

"Truly, from the way you answered my advertisement, I felt positive you were Intensely in Earnest in your great longing to be rid of your fat."

Apparently, too, the once obese actress had read into the letter that was sent her, something that was certainly never intended, for we read:

"You know there's sometimes a Wireless System of Sympathetic Understanding between human beings. Your letter, strangely enough, filled me with the almost uncontrollable desire to Rush this Positive Reducer to you at Once; to even take it to you myself; to get on the train and go to you with it and remain with you for several days. . . ."

Evidently on thinking over the matter more carefully, Texas Guinan controlled her "almost uncontrollable desire," and instead of coming to Chicago in person, sent the letter—which was probably just as well. Yet there surely is no doubt that the lady is much in earnest.

"When I electrified my friends and admirers and all the theatrical world by my quick transformation from fat-girl to thin-girl: When I stunned to speechless Surprise and Satisfaction that Great Manager, Mr. Shubert (whose former criticism of my over-weight had stung me to the soul)—when I Dazzled him with my fresh, new, fairy slenderness of figure, my lithe-limbed, small-waisted winsomeness from head to heal [Spelling original with Texas.—ED.] —why, dear friend, the Happy Scene it made when I presented myself before him, a New-Born, Superbly Sculptured Being and—Presto, I Stepped Across the Thrilling Threshold of 'Stardom.' Ah, my friend, no change, no scene, can e'er efface, my mind's impression of that time and place."

All of this preliminary to the great "offer"; to the "one chance to save $10 on the Texas Guinan Positive Fat Reducer." For a mere $10 it was possible for the more or less cadaverous male who received this letter to get a preparation that, "from the very moment you receive it, There Is No Power on Earth That Can Keep You from Losing Flesh Rapidly . . ." The change that he would undergo would be remarkable:

"Your chin—throat—arms—abdomen—hips—thighs and lower limbs are immediately destined for almost unbelievable alteration; your enchanting, new and graceful willowness more noticeable every blessed day . . ."

LETTER NUMBER THREE

And with this wonderful promise, Texas closes her letter, from "Yours for New Youth and a New Deal with Destiny." With man-like perversity, even this letter remained unanswered, and as a result, Letter No. 3 came in due time, and in this Miss Guinan became even more personal:

"Pardon me, dear, you may think me awfully conceited, but I AM a bit proud of what great critics have said in the press about me and my newly made-over form. You, too, would be—for we are only women after all—and Beauty and Admiration are a part of our very lives, aren't they dear!"

GOOD FOR A $10.00 YOU GAIN TEN DOLLARS

$10.00 VALUABLE COUPON $10.00

You Can Secure My Safe and Sane

$20.00 FAT REDUCTION TREATMENT at $10.00

Special 30-Day Offer to Introduce My Marvelous Treatment

GOOD FOR $10.00 YOU SAVE TEN DOLLARS

This Coupon is worth TEN DOLLARS ($10.00) to you, and will be accepted by me for that amount if accompanied by $10.00 to pay for my complete $20.00 Safe and Reliable Fat Reduction Treatment. Buy a Post Office or Express Company Money Order for $10.00, and send it along at once with this $10.00 Coupon, and I will send my complete Safe Fat Reduction Treatment to you fully prepaid. Be sure to use this Coupon within 30 days from the day you receive it.

DO NOT DESTROY WORTH 10 DOLLARS. POSITIVELY VOID AFTER 30 DAYS.

TEXAS GUINAN, Inc., Lanco Bldg., Los Angeles, Calif.

This "coupon" gives its recipient the privilege of buying thirty cents' worth of alum and alcohol for only ten dollars!

Almost uncanny are the powers of Texas:

"But I can see you in my mind's eye today, Dear Friend, as you really are."

Here we are afraid Texas is mistaken. If she really could see her "dear friend" as he is, she would have instructed her corps of typists to remove his name from the mailing-list and charge up to profit and loss the stationery and postage already expended. Still it was hard to refrain from sending the $10, when for this small sum such a product would be sent.

"BEHOLD! I believe I have right in my hand a treatment designed to make you Beautifully Sinuous, Fascinatingly Slender and Adorable! I believe I have right in my hand the power to give you back the Glory of Youth's Lithesome Grace, a pliant, peerless, reed-like form."

"Reedlike form" seems particularly good as applied to the recipient of this letter; the only criticism offered is that it should have been applied to the present instead of the future. Nevertheless and notwithstanding the fact that Texas closed her letter "with sincere, Sisterly Solicitude," the $10 was not sent.

THEN THE FOURTH LETTER

One might have imagined that after three such pleading epistles, Miss Guinan would feel that she was indeed casting her pearls before swine. But no, Letter No. 4 came strictly on time, with the explanation:

"As long as you are still among the Piteous Prisoners of Fat, fat-girded, fat-manacled, fat menaced, I cannot find it in my heart to forget you! Really, truly, sincerely, dear, I cannot for the life of me, blot out of my mind the awful unrest, the dull, desperate unhappiness you must feel!"

As has been surmised, the letter that brought this flood of correspondence from Miss Guinan was not sufficiently impersonal.

"Your answer to my advertisement was, in itself, full of pathos to me, for I understood it through and through!"

Unlike the lady in Mr. Kipling's poem, Texas, it seems, did understand, and having understood, exhibits an "all-conquering sympathy for you that makes me forget the sordid money part of it all." She has a "great surprise" that will "make it Doubly Easy and Even Profitable for you to grow slender with lightening [More original spelling.—Ed.] speed." This is it:

"Here, my dear, I am making you a most Sisterly Proposition! I could not be more liberal if I were your own flesh and blood!"

The "sisterly proposition" is an offer of the Texas Guinan $20 "obesity cure" for the "small price of $5." All she asks is that you send in "the names and addresses of five fat men or women," which Miss Guinan considers "worth $15." This, the fourth letter, begins to exhibit a spirit of doubtfulness, as though Texas was slowly becoming convinced that the person to whom it was addressed did not think much of her "obesity cure." To dispel any growing skepticism, we are told that should we stop a moment and reason we must inevitably conclude that every statement Texas Guinan has made regarding her cure "must be true, because my reputation is at stake. I am traveling the country starring in 'The Passing Show of 1912,' backed by Mr. Shubert, America's greatest theatrical manager." And yet we receive signed letters from Texas Guinan from Los Angeles!

"I would expect to be mobbed at the stage door as I finished my performance, if I deceived the fat burdened folks of America by selling them anything but a high class proven fat reducer."

And whatever you do, do not confuse Texas Guinan's only original fat reducer with anything else of which you may have heard or dreamed!

"All the wafers, pills, powders, miracle dope, rubber jackets, rollers, weakening baths, and willy-nilly what nots, are a hilarious joke to you the moment you begin this treatment and behold with grateful, astonished eyes the marvelous, quick effects."

LETTER NUMBER FIVE

In spite of all this, and much more; in spite of the fact that Texas inscribes herself "Your fond and faithful friend"; in spite of the promise of the "exuberant happiness" that would follow "the magic of this world-bewildering treatment"; in spite of everything, Letter No. 4 fell on deaf ears. Thus it became necessary for Texas to send Letter No. 5. This epistle lacked the fiery enthusiasm of the previous ones, whether because it was signed "Texas Guinan, per H. D. T., Manager," or because in this letter the price of the treatment is reduced to the ridiculously small sum of $3, it is hard to say. "This offer," you are told, "expires twenty days after you receive this letter. Moreover, "this is the last offer that will be made you; after that date the original price will be

$20." To get it at this low price it is necessary to "send the names and addresses of ten fat men or women;" further, "it is understood that you will keep sacredly confidential the special $3 offer made you."

THE CURE IS PURCHASED

Finally the money was sent and in due time a package came by express containing "Texas Guinan's World-Famed Treatment for Corpulency." This $20 treatment consisted of a quart bottle filled with a muddy liquid which on standing separated into a pinkish sediment and an almost colorless liquid. The stuff was analyzed in the Association's laboratory, and as a result of the examination, the chemists' report might be summarized as follows:

To make a mixture having essentially the same composition as the "Texas Guinan World-Famed Treatment for Corpulency," take a quart-sized fruit jar and put into it:

Powdered alum	1 pound
Alcohol	10 ounces
Water, sufficient to make	1 quart

The approximate cost of these materials is 30 cents; selling price, from $20 to $3, according to the ease with which one parts with his money. The analytical report in detail follows:

LABORATORY REPORT

"One original, sealed bottle (capacity about 1 quart, $20 size) of the 'Texas Guinan World-Famed Treatment for Corpulency' (put up by the Texas Guinan Co., Los Angeles, Cal.) was received by the Association's laboratory and subjected to examination.

"The bottle contained a heavy sediment (of light pink color) and an approximately equal volume of almost colorless super-natant liquid. On addition of water the sediment readily dissolved. The sample was highly scented with rose water. Qualitatively, the mixture gave tests for aluminum, potassium, sodium (traces of magnesium), iodid, sulphate, alcohol and water.

"The following quantitative data were obtained: 100 c.c. of the well-mixed preparation weighed 112 gm. equivalent to a specific gravity of 1.12; and 100 c.c. of the mixture contained about 60 c.c. of liquid and 51 gm. of solids.

"Some of the mixture was evaporated to dryness and the water of hydration removed by heating in an oven at 200 C. The aluminum and sulphate content of this dry powder was determined and found to agree closely with the theory for anhydrous aluminum potassium sulphate (alum), $AlK(SO_4)_2$. From the above examination the preparation appears to be composed essentially as follows:

"Alum	50.2 gm.
"Sodium Iodid	00.16 gm.
"Alcohol (absolute)	29.65 gm.
"Water (by difference) to make	100 c.c."

NO ALCOHOL LABEL

In spite of the quantity of alcohol present in the mixture, there was no declaration of the presence of this substance, such as is required by the Food and Drugs Act.

The label containing the directions for the use of the stuff we reproduce photographically, omitting only a picture of Texas Guinan in tights, and a "special notice" to the effect that the preparation must positively be shaken before using.

Apparently, the world-famed treatment does not always have the same composition. A specimen of it was sent to us by a New York physician. No alcohol or alum was found in this, but instead a solution of gum, probably tragacanth. It seemed to be of the "vanishing lotion" type. Like the other

specimen it had a minute quantity of iodid in it. Moreover, the label on the bottle forwarded to us from New York differed slightly from that on the bottle purchased by THE JOURNAL. The label on the non-alcoholic, gummy "cure" bore this statement:

"By rubbing the fat parts with this liquid you will see that it rubs slowly into the pores; continue rubbing until it disappears and until the skin is apparently dry."

TEXAS GUINAN'S

World-Famed Treatment for Corpulency

PRICE $20.00

DIRECTIONS: Shake contents thoroughly each time before using. Pour a liberal amount of the liquid into the palm of your hand and apply to the entire body or any of the fatty parts you desire to reduce By rubbing the fat parts with this liquid, you will see that it quickly dries, leaving a powder upon the surface Use a liberal amount of the preparation for 15 or 20 minutes at a time upon arising in the morning and just before retiring, and as often during the day as desired I found results were more rapid by jumping into a tub of hot water (sufficiently hot to open the pores) upon arising and before retiring, as heat opens the skin pores, thus permitting the preparation to more readily enter the pores of the skin and dissolve the fat globules. And I found it especially beneficial to throw a tablespoonful of ordinary washing soda into the bath of water. However, hot baths are unnecessary unless you are especially eager for quicker results. The main point is to enable the preparation to enter the skin pores, and plainly any effort on your part to assist in opening them will be beneficial Cleanliness demands warm bathing anyway, so why not accustom yourself to bathing before using this preparation? To reduce double chin open the pores by the application of hot towels to the chin before using preparation.

FOR EXTERNAL USE ONLY

Some patrons state that they have had still more rapid and remarkable results by dissolving two cups full of epsom salts in the hot bath twice daily instead of washing soda.

FOOT NOTE: Anyone with common sense knows that in the use of any treatment for corpulency, a more rapid reduction is possible if the users are willing to restrict their diet somewhat by omitting white bread, potatoes, sweets and starchy foods, and although diet is no part of my treatment, I offer this information merely by way of suggestion to those who are especially anxious for rapid reduction

Not sold in drug stores, and is only obtainable at the

American Headquarters of Texas Guinan, Inc.

Lanco Building, Los Angeles, California

This preparation is not intended for the cure, mitigation or prevention of disease

Photographic reproduction of the directions on the label attached to Texas Guinan's thirty cents' worth of alcohol and alum. The stuff is purchased on the understanding that no massage, dieting and exercise are necessary!

The label of the specimen obtained direct was modified thus:

"By rubbing the fat parts with this liquid you will see that it quickly dries, leaving a powder upon the surface!"

AND THEN LETTER NUMBER SIX

One might imagine that after they have parted with $20 or $10 or $5 or $3, as the case may be, Texas would be willing to leave her victims in peace. But,

no; a few days after the obesity cure has been received, Letter No. 6 arrives. It begins:

"This is a letter of grave warning—heed it, and you should have cause for eternal rejoicing—Disregard it, and you may bitterly Reproach Yourself For All Time to Come!"

The point is:

"The quantity of reducer sent you must by this time be getting scarce, and I write to warn you about Ordering A New Supply Before It Is Exhausted."

Miss Guinan is really quite concerned about the matter.

"Not having heard from you with an order for a second supply, I have become a little worried, my dear, that you might make the terrible mistake of allowing the bottle to get empty without taking the precaution of having another one on hand. . . . You are now as one who has climbed three-fourths of the way up the Pinnacle of Happiness — do not falter in your steps, do not hesitate, do not lag, do not doubt or fear."

While the "regular price is $20 a bottle to all the world," Texas is magnanimous again and will let her "dear" have repeat orders "for $4 a bottle, or two bottles for $7, or three bottles for $10." On no account must the "treatment" be interrupted; if continued "you will be magnificently reduced to normal proportions," provided—and this is a gem—"you use the treatment until the cause of your fat is overcome."

Then follows a number of testimonials—addresses omitted—leading up to this whirlwind climax:

"The Golden Goal, The Sweet Reward Is In Sight; It Is All Up To You! It is For You And You Alone, To Choose! Success Or Failure? Which, My Dear? Yours with Affectionate Anxiety, Texas Guinan."

SUMMARY

Those, then, who send $20—or less—for Texas Guinan's "cure" are to rub themselves with a watery-alcoholic solution of alum fifteen or twenty minutes at a time on rising, just before retiring and "as often during the day as desired." It is also suggested that a hot tub be taken twice a day and that white bread, potatoes, sweets and starchy food be omitted from the diet. That by taking hot baths repeatedly, rubbing one's self twenty minutes at a stretch at frequent intervals and dieting strictly, one might be able to reduce weight, is evidently true. That Texas Guinan's mixture of alum, alcohol and water has anything whatever to do with reduction is, just as evidently, not true. In short, "Texas Guinan's World-Famed Cure for Corpulency" is essentially a fraud; as much of a fraud as the "Marjorie Hamilton Obesity Cure" that Cunningham exploited from Denver, or the bust developer and wrinkle eradicator that he sold in Chicago.

It is a sorry commentary on our laws that a man whose business has been essentially one of fraud and deceit for years past, can continue to swindle the public with apparent impunity. The federal authorities took action in the case of Marjorie Hamilton, but as yet have not pushed things to completion.[1] THE JOURNAL'S thorough-going exposure of this particular swindle—and the publicity which the papers of the country gave THE JOURNAL'S article—killed it, financially. All that Cunningham needed to do, however, was to transfer his offices to another state and start up under another name. His stock in trade are impudence and mendacity; his clientele, the gullible. The federal machinery of necessity moves slowly, and it should be unnecessary to invoke federal aid in prosecuting a fraud of this kind. When Professor Samuels, the Wichita quack,

1. Soon after this article appeared the federal authorities gave the *coup de grace* to the Marjorie Hamilton fraud by denying it the use of the United States mails.

attempted to operate his fraud-factory in Detroit, the local authorities took the thing in hand and made Michigan too hot for him. The local authorities of Los Angeles can do the same thing for Cunningham.—(*From The Journal A. M. A., Dec. 13, 1913.*)

Aftermath

On Jan. 19, 1914, Texas Guinan and Texas Guinan, Incorporated, were declared guilty of conducting a fraudulent scheme and deprived of the use of the mails. The memorandum of Judge W. H. Lamar to the Postmaster-General recommending the issuance of a fraud order contained a great deal of information that has already been set forth in THE JOURNAL. Some points in the memorandum, however, are worth quoting. According to it:

"Texas Guinan, Inc., is a corporation of the State of California, incorporated Aug. 4, 1913, by W. C. Cunningham, F. D. Turner, Jr., J. R. West and H. D. Turner. Cunningham is the originator and real promoter of the business."

Of the obesity cure itself the memorandum states:

"The scheme discussed in this memorandum took its rise in the meeting of Cunningham and Miss Texas Guinan in Los Angeles, Calif., some time in 1912. Miss Guinan, who is an actress, at that time had a part in 'The Passing Show of 1912,' which was playing at Los Angeles *en tour*. She was introduced to Cunningham, who was then conducting the Marjorie Hamilton Company, by friends. Cunningham had heard that she had once been quite stout, and, on inquiry, found she had reduced her weight by using alcohol, alum and iodin. It must have occurred to Cunningham that here was a better foundation for an 'anti-fat' business than he had had in the Marjorie Hamilton scheme, for there he had devised the story of Marjorie Hamilton's reduction in weight out of whole cloth. At any rate, Cunningham purchased this 'formula' (50 cents worth of alcohol, 10 cents worth of alum and 10 cents worth of colorless iodin) and the use of Miss Guinan's name for $500 down and $50 a week. The incorporation of Texas Guinan, Inc., followed, and then advertising began.

"These advertisements are run over the name Texas Guinan, pronouns of the first person are used, and the statements therein are calculated to lead the reader to believe that Texas Guinan herself is conducting the business and giving each case her personal attention. The follow-up letters bear the heading Texas Guinan, Inc., but are written in the first person and signed Texas Guinan in facsimile handwriting. Miss Guinan has in fact been working as an actress all through the conduct of this business, and has had no part in its operation. Nearly all the time she has been traveling in the east."

Texas Guinan made an affidavit giving some of the facts regarding her connection with Cunningham in the obesity cure business. This was introduced as evidence in the case. Here are some excerpts from the affidavit.

Lawyer.—"In this pamphlet there appear certain statements alleged to have been made to you by your manager, Mr. Shubert, to the effect that you were 'too fat' to play the part which you sought to have assigned to you in one of his companies and in which you were given certain advice by Mr. Shubert. Please state whether the interviews alleged to have taken place between you and Mr. Shubert are true and whether the statements alleged to have been made by him to you as printed in the pamphlet are correctly and truly quoted."

Texas Guinan.—"No, they are not. I never saw the pamphlet until it was published and sent to me by Mr. Cunningham. I sent it to my friend, Mr. Johnson, and asked him what to do about it. He advised me that some statements contained in the pamphlet were very nice, but to request Mr. Cunningham to omit the 'rubbish' and the use of the first person, which I did . . .

Lawyer.—"Are the statements on page 2 of the pamphlet which refer to a conversation alleged to have been had with you by Mr. Shubert true or otherwise?"

Texas Guinan.—"That is a lie; that is not true. He had told me many times that I was too fat for some particular part but this had no connection with the position I was playing at the time this alleged interview is claimed to have taken place. That 'weeping,' etc., is not true."

Lawyer.—"On page 6 of the pamphlet appears the statement to the effect that you studied almost night and day to improve yourself, or in other words, to reduce your flesh; is this true?"

Texas Guinan.—"No."

Photographic reproduction (reduced) of a small part of a circular sent out by Cunningham. This picture was supposed to show Texas Guinan "before taking" the obesity cure"!

Quoting further from the memorandum:

"In the course of the investigation in this case, the inspectors corresponded with 539 customers of Texas Guinan, Inc., received 214 replies to their inquiries showing that out of this number 24 did not use the treatment, 142 claimed not to have been benefited by its use, 77 claimed to have experienced unpleasant results, 29 requested the refund of their money, 8 received the refund, and 21 failed to receive the refund requested."

Summing up, Judge Lamar in his memorandum to the Postmaster-General said:

"On the basis of an alleged reduction in weight by an actress by the use of the simple and well-known drugs iodin, alum and alcohol, a wonderful and enticing story is built up of a marvelous, new and positive cure for obesity. I am satisfied by the testimony in the case that these drugs, whose action is well-known, have no power to reduce excessive fat when externally applied, and that, if Miss Guinan did in fact reduce her weight, it was due to hard work (the playing of ten shows a week), the abstinence from potatoes, and the massage given by her maid, rather than to the use of this mixture. The substitution of oil for alcohol by Cunningham took even this feeble basis for his representations from them. The return to alcohol after the investigation began shows his consciousness of the deceit he was practicing in palming this mixture off for something it was not. Neither of the mixtures contain anything new, secret or out of the ordinary; and far from being 'most simple, harmless, rapid, safest fat-reducing treatment on earth,' they are in fact of no efficacy whatsoever in the treatment of obesity. The evidence shows clearly that the offer to refund to dissatisfied patients is not made in good faith, but is intended to be evaded by sharp practices of one kind or another.

"I therefore find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises, in violation of Sec. 3929 and 4041, Revised Statutes, as amended, and recommend that a fraud order be issued against Texas Guinan and Texas Guinan, Inc., Los Angeles, Calif."

It was issued.

BASY BREAD

A physician writes: "Enclosed find a clipping sent me by one of my patients. Can you give me any data on this stuff?" The clipping was an advertisement of the latest thing in "obesity cures," "Basy Bread"! This product is made by an Orange, N. J., concern calling itself the "Doctors' Essential Foods Company." The advertisement read in part:

"Reduce Easily and Naturally. Eat Basy Bread and Grow Thin. 'Three Slices a Day Will Drive the Fat Away.'"

"Basy Bread, the Health Bread, by its chemical action, destroys the fat already accumulated, and drives it out of the body."

"It is unquestionably the safest, sanest, surest most natural and inexpensive method of reducing fat ever conceived."

THE JOURNAL has investigated so many obesity cures that, in spite of the fact that only a few inquiries have been received regarding this product, it seemed worth while to learn something about it. The suggestion in the advertisement was followed and a letter was written asking for information regarding Basy Bread and what it would do. The inquiry brought a circular letter and a twelve page booklet. From the letter it seems that a complete "course" of Basy Bread treatment for obesity covers a period of fifteen weeks, includes fifteen loaves of Basy Bread and costs the "ridiculously small" sum of $15. Moreover:

"AT THE END OF FIFTEEN WEEKS WE ADVISE HOW TO REMAIN AT NORMAL WEIGHT PERMANENTLY WITHOUT COST OR TROUBLE!"

In these parlous times, when the high cost of living is a problem of no mean proportions, it is surely worth $15 to learn "how to remain at normal weight permanently without cost." But we suspect that this is hardly what the Doctors' Essential Foods Company means.

The booklet is interesting, if not convincing. One gathers from it that every system of flesh reducing except that of the Basy Bread course is futile and trivial. But:

"Our method is the easiest, simplest, most natural, most hygienic and pleasantest ever devised."

These superlatives are, in themselves, enough to make the obese clamor for Basy Bread, but when we read further that the "method" calls for "no rule of dieting that either deprives one of dishes that are palatable or for enough to eat to fully appease hunger" and further that "it calls for no different mode of living than to which you are accustomed," the urge becomes irresistible.

According to the manufacturers, Basy Bread is made from coarse ground, hard, whole wheat, preserved and sweetened with ground figs and containing vinegar, salt and water. Dr. Harvey W. Wiley writes that Basy Bread has been analyzed in the laboratory of *Good Housekeeping*, while Prof. Lewis B. Allyn has had the same preparation analyzed in the McClure-Westfield Laboratories. The analyses made in the last named institution compare the findings of the composition of Basy Bread with the average composition of graham bread. Here are the figures:

	Basy Bread	Average Graham Bread
Moisture	37.11%	34.80%
Protein	11.98%	8.93%
Fat	1.09%	2.03%
Ash	2.06%	1.59%
Carbohydrates	47.72%	53.40%
Acidity	7.5	3.5
Calories	1166	1075

The purchaser of Basy Bread finds that, in addition to eating the preparation for which he is paying $1 a loaf, it is also necessary to follow the "Basy Bread Diet." This diet list is, in general, typical of those recommended in the reduction of fat. It calls for a great diminution in the use of most of the common starchy foods (bread, potatoes, etc.), oils and fats and sugars. Here, of course, lies the "joker." It may be remembered that in the trial of the Sargol fraud it was shown that if one followed the diet instructions that came with Sargol and fed the Sargol tablets to the cat, the same results would be attained. So it is with the Basy Bread course.

Dr. Wiley well summed up the case when he wrote: "There is one way in which Basy Bread will reduce, that is, don't eat any of it nor much of any other kind."—(*From The Journal A. M. A., Feb. 9, 1918.*)

BERLEDETS

Berledet tablets are one of the latest "cures" for obesity, and they run true to form in that they are sold under the claim that neither dieting nor exercise is necessary to reduce weight when Berledets are used. Several inquiries have been received regarding the product; one, in particular, came from a layman of more than average intelligence who complained that his wife after taking this stuff had become seriously ill and had to be put under a physician's care. Here are some of the advertised claims:

"Eat what you wish, but after each meal take one of these Berledet tablets. Nothing else is required. Dieting is unnecessary.'

"Berledets form the only harmless way to end fat without the most rigid dieting."

"A chemist's certificate comes in each box to prove that it cannot harm."

"In our estimation, this discovery has settled forever the problem of obesity."

Like practically every "obesity cure," the claims made for the stuff before you purchase it differ from those made in the instructions that come with the dollar package. While the advertisement specifically states that Berledets will make you thin "without dieting," the instructions with the preparation urge:

"Moderation in the use of fat-forming food."

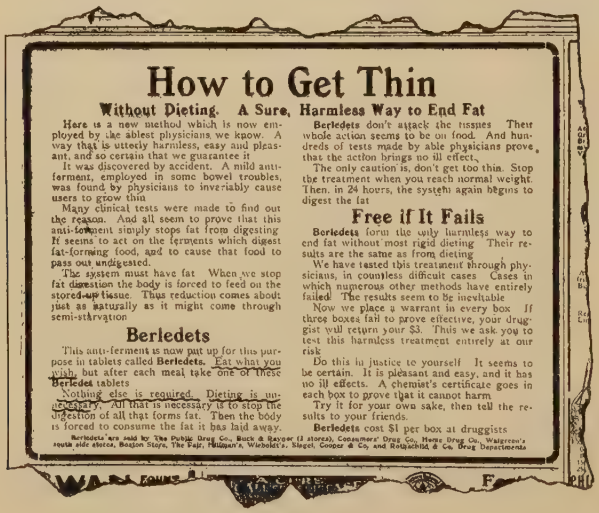
"Eat sparingly of rich gravies, pastries, butter and fresh breads. Also of dried foods."

While, too, the newspaper advertisements intimate that no exercise is necessary to reduce obesity if Berledets are used—"Nothing else is required"—yet, after the dollar has been paid, the purchaser finds that it is necessary to:

"Exercise freely in the open air."

The chemist's report referred to in the advertising matter sent out with the package, reads as follows:

> CHICAGO, ILL., March 28, 1913.
>
> *Gentlemen*:—I wish to report that I have made a thorough and most exhaustive analysis of—BERLEDETS—and find that they do not contain any Thyroid, or any other harmful substance.
>
> The ingredients of which BERLEDETS are composed are of the highest standard of purity, absolutely harmless, but are very effective in prohibiting fat absorption.
>
> Yours very truly,
>
> (Signed) H. M. DEAVITT, Formerly Chemist Illinois State Board of Pharmacy.



How to Get Thin

Without Dieting. A Sure, Harmless Way to End Fat

Here is a new method which is now employed by the ablest physicians we know. A way that is utterly harmless, easy and pleasant, and so certain that we guarantee it.

It was discovered by accident. A mild antiferment, employed in some bowel troubles, was found by physicians to invariably cause users to grow thin.

Many clinical tests were made to find out the reason. And all seem to prove that this anti-ferment simply stops fat from digesting. It seems to act on the ferments which digest fat-forming food, and to cause that food to pass out undigested.

The system must have fat. When we stop fat digestion the body is forced to feed on the stored-up tissue. Thus reduction comes about just as naturally as it might come through semi-starvation.

Berledets

This anti-ferment is now put up for this purpose in tablets called **Berledets.** Eat what you wish, but after each meal take one of these Berledets tablets.

Nothing else is required. Dieting is unnecessary. All that is necessary is to stop the digestion of all that forms fat. Then the body is forced to consume the fat it has laid away.

Berledets are sold by The Public Drug Co., Buck & Reyner (3 stores), Consumers' Drug Co., Home Drug Co., Walgreen's south side stores, Boston Store, The Fair, Hillman's, Wieboldt's, Siegel, Cooper & Co. and Rothschild & Co. Drug Departments.

Berledets don't attack the tissues. Their whole action seems to be on food. And hundreds of tests made by able physicians prove that the action brings no ill effects.

The only caution is, don't get too thin. Stop the treatment when you reach normal weight. Then, in 24 hours, the system again begins to digest the fat.

Free if It Fails

Berledets form the only harmless way to end fat without most rigid dieting. Their results are the same as from dieting.

We have tested this treatment through physicians, in countless difficult cases. Cases in which numerous other methods have entirely failed. The results seem to be inevitable.

Now we place a warrant in every box. If three boxes fail to prove effective, your druggist will return your $3. This we ask you to test this harmless treatment entirely at our risk.

Do this in justice to yourself. It seems to be certain. It is pleasant and easy, and it has no ill effects. A chemist's certificate goes in each box to prove that it cannot harm.

Try it for your own sake, then tell the results to your friends.

Berledets cost $1 per box at druggists.

A typical Berledets advertisement.

This "certificate" will, of course, mean nothing to scientific men, except to indicate its utterly unscientific nature and to show the standing of the man who issued it. It will be noticed that Deavitt signs himself "Formerly Chemist Illinois State Board of Pharmacy." The secretary of the Board of Pharmacy of the State of Illinois writes, in reply to our inquiry:

> "H. M. Deavitt has no authority whatever to sign himself as 'Formerly Chemist of the Illinois State Board of Pharmacy.' The only connection he ever had with this department of the state government was a number of years ago when we employed him to do some analytical work in Chicago, for which we had to pay him an outrageous fee."

Berledets were analyzed in the Association's laboratory, and the chemist's report is as follows:

LABORATORY REPORT

"One original sealed package of 'Berledets' was received for analysis in the Chemical Laboratory. The pasteboard box bore the following inscription:

" 'Berledets; Berledite Tablets, Mild, Simple, Beneficial. For Reducing Fat. Price, $1.00. The Berledite Co., Chicago.'

" 'Directions: Chew one tablet after each meal or swallow tablet whole, drinking 1-4 glass of water with same.' "

"The package contained white tablets having an odor of cinnamon and peppermint. The tablets (powdered) had a taste at first slightly sweet, becoming acid. The average weight of a tablet was nearly 1 gm. (15 grains).

"On treating some of the powdered tablets with cold water, the main portion went into solution; the insoluble portion dissolved on boiling with hydrochloric acid. The aqueous extract was acid to litmus, but neutral to methyl orange. Iodin compounds such as the alkali iodids or thyroid preparations could not be detected. The absence, at least in medicinal quantities, of the following cathartic drugs was demonstrated: aloes, buckthorn, cascara, gamboge, podophyllum, colocynth, resin, jalap, rhubarb, senna, phenolphthalein and the salines.

The tablets consisted essentially of boric acid, corn starch, milk sugar, water, flavoring substances and a trace of an ammonium compound. Quantitative determinations indicated the following composition:

Boric Acid	59.4 per cent.
Corn Starch (hydrous)	20.1 per cent.
Milk Sugar (hydrous)	12.6 per cent.
Water, flavoring extracts, etc. (by difference)	7.9 per cent.
	100.0 per cent."

Thus, according to the analysis, we have tablets of boric acid, corn starch and milk sugar, sold as a cure for obesity. Persons taking Berledets get about 9 grains of boric acid in each tablet. That the use of these tablets will reduce obesity is true only in those instances in which the boric acid so seriously impairs digestion that the patient loses weight from the resulting illness. That a preparation of this sort can be sold indiscriminately as a "beneficial compound" and "utterly harmless" is but one more commentary on the ease with which the public may be injured with impunity.—(*From The Journal A. M. A., Dec. 13, 1913.*)

A second examination of Berledets was made about April, 1914. In the first analysis phosphates were tested for and not found; they were found, however, in the later specimen purchased. In addition hexamethylenamin, which was not tested for in the first analysis, was found in the second examination. Thus the chemists reported that the later findings differed from the previous ones in disclosing the presence of potassium acid phosphate and hexamethylenamin. The results of this later examination, to quote from the "Annual Reports of the Chemical Laboratory" for 1914, showed that:

"One [Berledet] tablet contains approximately 1 grain of hexamethylenamin, 6½ grains of boric acid, 3 grains of potassium acid phosphate, the whole being made up of 15 grains."

It was found that the wording of the circular that accompanied the later box of Berledets had been changed while the alleged chemist's report, which the Berledet concern uses as an advertising asset, had also been modified and the date changed. In the later advertising this "report" read as follows:

CHICAGO, ILL., Nov. 1, 1913.

Gentlemen:—I wish to report that I have made a thorough and most exhaustive analysis of—BERLEDETS—and find that they do not contain any Thyroid, or any other similarly harmful substances.

The ingredients, of which BERLEDETS are composed, are standard drugs and are very effective in prohibiting food digestion.

Yours very truly,

(Signed) H. M. DEAVITT, Formerly Chemist Illinois State Board of Pharmacy.

It will be noticed that the previous claims for harmlessness had been modified. As an example of the changes that were made the following comparisons from the circular (italics ours) will indicate their character:

OLDER CIRCULAR	NEWER CIRCULAR
"The purpose is partly to stop *fermentation.*	"The purpose is partially to stop *digestion.*
"We include in this circular a chemist's *certificate* regarding their *harmlessness.*"	"We include in this circular a chemist's *report* regarding the preparation."

THE "HATTIE BIEL & CO." FRAUD

Hattie Biel and Hattie Biel & Company were two names under which Mrs. Conrad E. Biel operated a fraudulent obesity cure. Mr. Conrad E. Biel seems to have been faking it in other lines. In addition to being the alleged manager of, and a stockholder in, the Modern Vacuum Cap Company, which was supposed to grow hair on bald heads, Biel also operated a complexion-beautifying and wrinkle-eradicating concern under the name of Verlie Gatlin. The Verlie Gatlin Company was declared a fraud by the federal officials, Dec. 29, 1914. Further, the Biel concern put on the market a "weak men" tablet as well as a preparation, "Plumpine," for making thin people fat. The idea of marketing both a fat reducer and a fat producer is a stroke of commercial genius. It should not only offer an opportunity to get the credulous "coming and going," but it should also cut down the "overhead expense" by making it possible to use the same "Before and After Taking" illustrations with a simple reversal of the labels.

Briefly, the Hattie Biel obesity cure, said to be an "Improved French Method," was an imitation of the Marjorie Hamilton fraud. The price first asked was $10, which, to the reluctant, was reduced by easy stages to 25 cents! The postal authorities investigated the swindle and a fraud order was issued against Hattie Biel and Hattie Biel & Company, Oct. 12, 1914. To quote from the memorandum prepared by the solicitor of the Post Office Department for the Postmaster-General:

"Hattie Biel and Hattie Biel & Company advertise in newspapers and magazines of general circulation throughout the United States, representing in substance that Hattie Biel has discovered a wonderful remedy for obesity; that by means of this remedy she reduced herself in a short time from a woman of ungainly proportions to one of normal size; that this remedy is different from all others on the market, simple, harmless, drugless and comprising no harmful exercises, sweat-baths or starvation diet; that by means of it one can 'weigh just what one wants to weigh' and eat 'all one wants to do'; and that to anyone who will send to them his or her name and address they will mail free a booklet disclosing the secret and enabling such person 'to reduce yourself and be just as happy as I am.'

"Instead of a revelation of this secret remedy, those who respond to the advertisement are sent a booklet consisting entirely of matter further advertising the treatment. . . . With this booklet is a letter printed in imitation

of typewriting in which representations similar to those quoted above are made, and it is further represented that 'with my treatment you at once become master of your own body. You CONTROL your weight ever after. You can weigh just what you want to weigh—what you rightfully should weigh, you can have a shapely form. You can reduce the size of your Abdomen, Arms, Bust, Shoulders or other parts to their proper size;—and that 'age makes no difference, as it will reduce anyone between the age of 15 and 75 years of age or even older.'

"By subsequent letters the price of the treatment is reduced gradually until it is finally offered for a remittance of 25 cents. A copy of the 'Improved French Method for Reducing Superfluous Flesh' sold under the above repre-

PLUMPINE GOOD FOR THE LEAN
SENT ON TRIAL
IF YOU lack weight or strength; have a flabby bust, hollows in your cheeks or neck, with scrawny shoulders, thin arms and legs, or are simply underweight, we will send you a FULL DOLLAR BOX of PLUMPINE TABLETS, ON TRIAL.
YOU PAY NOTHING IN ADVANCE. We know what PLUMPINE will do for you, and trust to your honor to pay us $1 after PLUMPINE has proven that it makes LEAN PEOPLE FAT. It don't fail, as it is made on a scientific principle, that don't permit of failure. When once you take PLUMPINE and let it mingle with the fat yielding globules of the stomach it enriches it and makes
RICH RED BLOOD
Just as regards as you enrich the blood so does that blood rush through your body and leave its precious little quota at each waiting and hungry fat cell. As you gain in weight you improve your general health. The sparkle to the eye returns, the cheeks fill out, the step becomes elastic like the spring of youth, the hollows and flabby places of the body correct first and become full and firm.
To put sparingly and still be safe, is a waste of good food. To lack development for the want of a few pounds of good solid flesh is foolish, now that we offer you PLUMPINE on trial and entirely at our expense. No matter what you have tried before, you have failed only because you did not take PLUMPINE. Every box of PLUMPINE we make from two to six pounds of good sound FAT THERE FAT, and to prove it we offer to mail you one box to try. Write us today. No money required. A Postal Card will do, if you give your permanent address and have never tried PLUMPINE before.
Biel Mfg. Co., Dept. 15 Denver, Colo.
Are You FAT?
I Was ONCE.
I Reduced MYSELF
I was Fat, Uncomfortable, Looked Old, Felt Miserable, suffered with Rheumatism, Asthma, Neuralgia. When I worked or walked, I puffed like a Porpoise. I took every advertised medicine, Salts and Exercise, Starved, Bored, Perspired and Steamed, Diabetic, but it ruined my digestion, felt like a Squash, but steadily gained weight. There was not a single pill or drug that I heard of that I did not try. I failed to reduce my weight. I dropped society, as I did not care to be the butt of all the jokes. It was embarrassing to have my friends tell me I was getting Stout as no one knew it better than myself.
SOMETHING HAD TO BE DONE
I began to study the cause of FAT. When I discovered the cause I found the remedy. The French Method gave me an insight. It improved on that and Reduced my objectionable features, added more pleasant ones, and then I tried the plan on myself for a week. It worked. It acted like magic.
SCREAMED WITH JOY
At the end of the first week, when the scales told me I had lost two pounds by my simple, easy, harmless, Drugless Method. It was a pleasure then to continue until I regained my normal grip to stay. I feel fifteen years young, or I could fifteen years younger. My Double Chin has entirely disappeared. I can walk or work now. I can climb a mountain. I am normal to size. I can weigh just what I want to weigh. I am master of my own body now. I did not starve, but ate all I wanted to. I did not have to exercise. I did not Drug myself and ruin the delicate mechanism of my stomach, but followed Nature's simple, common sense WAY of reducing my weight, and I applied it. I have tried it on others, and Doctor says I am a perfect picture of health now. I am so happy telling how I gained a happy, healthy weight. Now I am going to help others to be happy. I have written a book on the subject. If you are fat, I want you to have it. It will tell you all about my Harmless, Drugless Method. To all those who send me their name and address I mail it FREE, as long as the present supply lasts. It will save you Money, Save you from Harmful Drugs, Save you from Starvation Diets and Harmful Exercises, possibly Save YOUR LIFE. It is yours for the asking. Address a penny Just send your name and address. A Postal Card will do, and I'll be glad to send it so that you can quickly learn how to reduce yourself and be as happy as I am. Write today, as this advertisement may not appear again in this paper. MARJORIE HAMILTON, 1880 Broadway, Denver, Colo.
FREE $100 BOX ON TRIAL
IF SEEKING HEALTH—READ THIS
Biel's New Nerve Tablets act on the vital organs like Steam on an Engine. They generate vital warmth and nerve energy. They make you feel strong, vigorous and full of Natural Vim and Nerve Force, which makes you equal to the duties of life. If you are weak, nervous, lack strength, energy, ambition, feel run down, worn out, or are restless, thin, have bad dreams, poor memory, or suffer with pains in the kidneys, liver, heart, side or shoulder, we will send you a full dollar box on trial. When you are satisfied that our Tablets restore health and vitality, then send us $1. You are not required to pay one penny if you are not perfectly satisfied that they will restore you to Health and Strength. Send your name and address and we will mail you a dollar box at once.
BIEL MFG. CO., 1125 Barclay, Denver, Colo.
BIEL'S NERVE TABLETS
MEN
Biel Mfg. Co. Dept. A. J. Denver, Colo.
HAIR GROWS!
when our Vacuum Cap is used a few minutes daily. Sent on 60 days TRIAL to all on our expense. No drugs or electricity. Stops falling hair cures dandruff. A postal brings illustrated booklet.
MODERN VACUUM CAP CO.
489 Barclay Denver, Colorado

A few advertisements (greatly reduced) illustrating Biel's activities. "Cures" for fatness, leanness, weakness and baldness.

sentations is in evidence in the case. It consists of a loosely bound pamphlet of about 24 pages of matter printed in imitation of typewriting setting forth general statements as to the causes of fat and methods of removal. Exercise, bathing, the drinking of lemon juice and Vichy and Kissingen waters, dieting and the use of enemas are recommended. Substantially the same system of treatment for obesity was sold by Walter C. Cunningham of Denver, Colo., under the name Marjorie Hamilton and the Marjorie Hamilton Company, against which names a fraud order was issued on Jan. 12, 1914. . . . ."

Much stress was laid by the Hattie Biel concern on the claim that should the obesity cure not bring about the reduction desired the money that had been paid for it would be refunded. Federal officials refer to this "refund guaranty" thus:

"The evidence shows that, contrary to the representations made with reference to a refund of money to dissatisfied purchasers, the respondents, when a request for a refund is received, write the correspondent expressing great surprise that the treatment has been a failure and strive in every way to avoid making a refund, finally endeavoring to have the patron accept a supply of 'Slenderine,' a treatment for obesity manufactured by Hattie Biel's husband, in lieu of a refund."

The Post Office inspectors corresponded with a number of persons who had taken the Hattie Biel treatment and found that practically three out of every four of the individuals who had used the "cure" were dissatisfied with the results. It was brought out at the hearing that the Hattie Biel concern received on an average 283 pieces of mail daily. After a thorough investigation, the Solicitor for the Post Office Department recommended the issuance of a fraud order against the concern, and on Oct. 12, 1914, the use of the United States mails was denied Hattie Biel and Hattie Biel & Company.—(*From The Journal A. M. A., Aug. 7, 1915.*)

EVERY WOMAN'S FLESH REDUCER

"Every Woman's Flesh Reducer" is sold by the Every Woman Company, Chicago, Ill. It is a white powder, smelling strongly of camphor and comes in a violet-colored tin box. It is an "obesity cure" of the bath-powder type and the directions are to dissolve 5 tablespoonfuls of the powder in an ordinary hot bath.

"Lie in bath ten minutes each night before retiring. Within one week you will commence to notice the reduction."

Like every other obesity cure, the use of "Every Woman's Flesh Reducer" is said to obviate the necessity of exercising or dieting for reducing weight. For instance:

"Every Woman's Flesh Reducer will rid both men and women of dangerous, superfluous fat without internal drugs, dieting or exercise."

"Just dissolve Every Woman's Flesh Reducer in your bath and that's all, except that your superfluous fat will fade away . . ."

"No need of starving yourself. . . ."

"Eat what you like. . . ."

"Every Woman's Flesh Reducer will quickly and naturally relieve you of all abnormal fat."

All this, and much more, nonsense to the same effect! An original package of the stuff was purchased and submitted to the Association's laboratory for analysis. The report follows:

LABORATORY REPORT

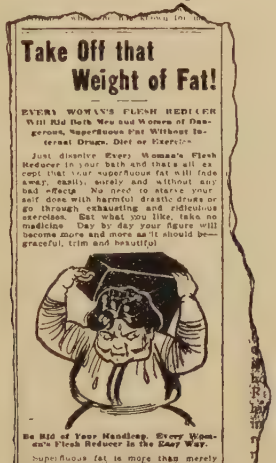
"The box contained 520 gm. (less than 1¼ pounds) of a white, somewhat 'cakey' powder, having an odor of camphor. On treating some of the powder with water, an evolution of carbon dioxid took place, leaving, when the reaction had ceased, a flocculent precipitate, soluble only on addition of acids. Qualitative examination indicated the presence of the following constituents: aluminum, magnesium, potassium, sodium, carbonate, citrate, sulphate and camphor.

"From a qualitative examination, supplemented by an estimation of the magnesium, aluminum, sulphate and water content, the powder was found to be a mixture of ordinary alum (crystallized potassium aluminum sulphate), about 22 per cent., Epsom salt (crystallized magnesium sulphate) about 34 per cent. with an effervescing base consisting of citric acid and sodium bicarbonate (or possibly sodium carbonate) and small amounts of camphor."

From these findings it is evident that "Every Woman's Flesh Reducer" consists, essentially, of:

Epsom salts.	Alum	Citric Acid
Camphor	Soda	

The soda and citric acid are apparently put in for the purpose of producing an effervescence when the stuff is dissolved in water. This is probably for psychic effect. That taking a hot bath daily and staying in it for some length of time may reduce weight is doubtless true, though the indiscriminate use of such a method is not to be commended. That putting small quantities of Epsom salt, alum and camphor into the tub would have any effect in the reduction is



Take Off that Weight of Fat!

EVERY WOMAN'S FLESH REDUCER Will Rid Both Men and Women of Dangerous, Superfluous Fat Without Internal Drugs, Diet or Exercise

Just dissolve Every Woman's Flesh Reducer in your bath and that's all except that your superfluous fat will fade away, easily, surely and without any bad effects. No need to starve yourself, dose with harmful drastic drugs or go through exhausting and ridiculous exercises. Eat what you like, take no medicine. Day by day your figure will become more and more as it should be—graceful, trim and beautiful.

Be Rid of Your Handicap. Every Woman's Flesh Reducer is the Easy Way.

Superfluous fat is more than merely humiliating—it is **dangerous**. You can't afford to **risk** remaining in it as you do it no longer than necessary.

Every Woman's Flesh Reducer will quickly and naturally relieve you of all abnormal fat. You can keep your weight just where you want it. And it does not weaken or exhaust as the useless starving and exercising methods do, but instead it invigorates and strengthens wonderfully.

You cannot be happy while you carry around with you that load of useless, energy) using fat. Until you rid yourself of that burden you will not be capable of getting out of life the enjoyment you are entitled to.

Get Every Woman's Flesh Reducer at once and begin the use to-day. At Drug and Department Stores, $1, or sent on receipt of price by The Every Woman Co. (not Inc.), 1819 Republic Bldg., Chicago, Illinois.

certainly not true. Like every other bath powder, sold as a "cure" for obesity, "Every Woman's Flesh Reducer" is utterly worthless for the purpose for which it is sold.—(*From The Journal A. M. A., Feb. 28, 1914.*)

FATOFF

Fatoff is supposed to be the "discovery" of one Mary S. Borden and was put on the market by the M. S. Borden Co. of New York City. According to a booklet put out by the concern, "Fatoff has been granted a patent." We find from the patent records that Mary S. Borden of New York City was granted a

patent on what she termed a "toilet cream." The patent specifications give the following composition of this product:

Water	14 lbs.
Washing soap	6 oz.
Extract of bladder-wrack	1 oz.
Washing soda	1 oz.
Potassium carbonate	135 grains
Thyroid gland of sheep	30 oz.
Tincture of iodin	¼ oz.
Perfume	½ oz.

The patent specifications do not give any indication that the preparation is to be used for the reduction of weight; in fact Mary S. Borden states specifically:

"The object of my invention is to provide or produce a new and useful composition, which, when applied to the skin, will protect the covered part from the air and at the same time operate as a cleanser or purifier for the removal of foreign matters or accumulations."

"FATOFF"
The M. S. Borden Corpulency Reducer for Men and Women is selling from Sea to Sea and BEYOND the Seas!
We never had a salesman sell a jar—It sells itself, one friend recommending it to another.
No Oils, No Grease, No Odor, No Dieting, No Exercise, No Medicine.
The discoverer of FATOFF considers herself one of Uncle Sam's "assets" as a producer of something worth while—"FATOFF," a product of Real commercial value at home and for export—and it's HONEST!
YOU need it NOW if you're corpulent—take a FATOFF treatment to-night and if you don't do enough extra business to-morrow to more than make up the Cost you will be the first one.
Don't have cold feet—rub them with FATOFF and get new life into 'em! Send for book.
FATOFF is a pleasant EXTERNAL treatment that's given new life and the buoyancy of youth to thousands; reduces waist line, excess fat at back of neck, and all OTHER corpulent parts in an INCREDIBLY short time. You can treat yourself at home; you MAY use it in hot bath.
Appointments made for expert treatment at your home. Send for convincing literature, mailed free in plain sealed wrapper.
FATOFF FOR DOUBLE CHIN (a chin reducing wonder).
Special Size, $1.50
FATOFF (Full Size) $2.50
At leading druggists throughout the country or
M. S. BORDEN COMPANY
NEW YORK CITY

Elsewhere in the patent specifications, however, Mrs. Borden speaks of the use of her toilet cream "to secure *other* and *further* useful results. [Italics ours.—Ed.] Naturally, there would be no object in using bladder-wrack, thyroid, tincture of iodin, etc., in an ordinary toilet cream sold for cleansing and protective purposes only. All of these drugs, however, are more or less common ingredients in so-called "obesity cures." Some time ago the government published a report in which the federal chemists had the following to say about M. S. Borden's "Fatoff":

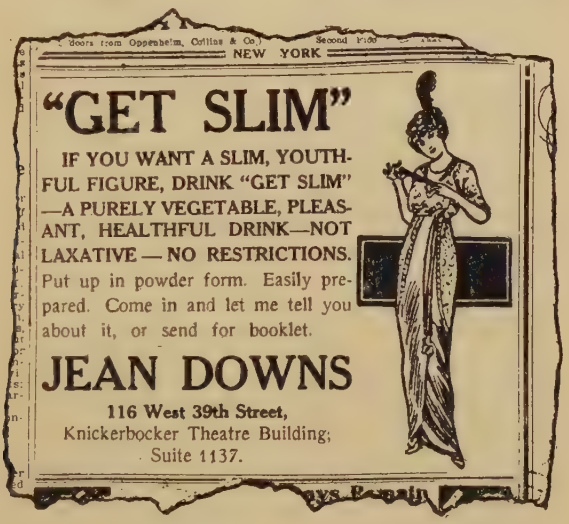
"Analysis shows that the product is a paste made of soap and water containing 10 per cent. soap and 90 per cent. water."

The Indiana State Board of Health in its bulletin, *Medical Frauds,* issued in 1914, states that Fatoff is essentially "soft-soap." It declares further, that while the selling price of this preparation is $1.50 the value of the ingredients

is 5 cents. From the facts submitted it would seem that, while originally Fatoff may have contained such drugs as thyroid, bladder-wrack, iodin, etc., it no longer has these drugs in it. Why should it? It is just as easy to fool the obese with a soft-soap mixture sold under a fancy name at a fancy price as it is to humbug them with a more elaborate product—and the profits are greater! —(*From The Journal A. M. A., Oct. 16, 1915.*)

"GET SLIM"

Jean Downs of New York City offers to remove "a little lump of fat on the back of the neck" or "knobs on the hips below the corset" and in other ways reduce the obese to a condition of delightful slimness. It is all done with "Get Slim," which is "not a medicine, but a drink—a purely vegetable, pleasant, healthy drink." Most simple, is it not? Get Slim comes in powder form; "it is not laxative" and of course "there is no special dieting." All that is necessary is to dissolve Get Slim in water "and drink it, when thirsty, instead of water."


Doors from Oppenheim, Collins & Co.
Second Floor
NEW YORK
"GET SLIM"
IF YOU WANT A SLIM, YOUTHFUL FIGURE, DRINK "GET SLIM" —A PURELY VEGETABLE, PLEASANT, HEALTHFUL DRINK—NOT LAXATIVE — NO RESTRICTIONS.
Put up in powder form. Easily prepared. Come in and let me tell you about it, or send for booklet.
JEAN DOWNS
116 West 39th Street,
Knickerbocker Theatre Building;
Suite 1137.

What Get Slim will do is told in testimonials sent out by Jean Downs. Most of these testimonials are from women, and in every case either the name or the address is lacking. One, however, purports to come from a physician, E. P. Robinson, M.D., 1402 Broadway, New York City. Dr. Robinson is most enthusiastic about Get Slim, and declares that he is "acquainted with the ingredients entering into its manufacture."

Get Slim is sold at $1 a box. A box contains fifteen large envelopes, the same number of smaller envelopes and a package of powder. The larger envelopes contain a pink powder; the smaller envelopes also contain a pink powder. The powder in the third package is white. The contents of the various packages were analyzed in the Association's laboratory and the report follows:

LABORATORY REPORT

"An original sealed package of Get Slim, Jean Downs, New York, was received at the Association's Chemical Laboratory for examination. The trade

package contained three separate smaller packages as follows: (1) The larger package consisted of 15 envelopes each containing 10 gm. (150 grains) of a pink powder which responded to tests for ordinary sugar (sucrose). No other constituents were found. It is therefore concluded that these powders consist essentially of sugar tinted pink. (2) Package number two was composed of 15 smaller envelopes each enclosing about 3 gm. (45 grains) of a pink powder. This powder responded to tests for ordinary tartaric acid. With the exception of a trace of red color no other constituents were found. It is therefore concluded that these powders consist essentially of tartaric acid. (3) The third package contained 115 gm. of a white powder which responded to tests for sodium bicarbonate. No other constituents were found."

Summed up, then, the chemists' report shows that Get Slim consists essentially of:

Sugar, colored pink
Tartaric acid, colored pink
Baking soda.

The directions call for mixing the pink sugar with the pink tartaric acid in a quart of water and adding the juice of one lemon. The baking soda is to be dissolved in a quart of hot water and a teaspoonful of the mixture taken three times a day before meals. The approximate cost of the ingredients in a $1 box of Get Slim is 7 cents.

In addition to Get Slim Jean Downs also sells a "Bath Mixture" as "a great aid to reduction"; a "Bleaching Cream" which it is said "removes all freckles and discolorations after a very short time"; and a "Nourishing Cream" which we are asked to believe is "a perfect skin food," that "removes and prevents lines." The Get Slim obesity cure is but a modification of the old-fashioned pink lemonade that used to be sold at the circus before pure food laws interfered with this profitable swindle. It was usual, as will be remembered, to cut up one lemon and float it on top of the barrel. The psychic effect was valuable to the dispensers. Whatever reduction in weight may be brought about by Get Slim is due to the interference with digestion by the use of this synthetic lemonade.—(*From The Journal A. M. A., Feb. 28, 1914.*)

The "Good Housekeeping" Libel Suit.—The magazine, *Good Housekeeping,* published in its January, 1914, issue an article entitled, "Swindled Getting Thin," by Dr. Harvey W. Wiley and Anne Lewis Pierce. Among the various "obesity cure" nostrums dealt with in this article was "Get Slim." As a result of this article, the Get Slim exploiters sued the publishers of *Good Housekeeping* for $50,000 damages on alleged libel. The case finally came to trial and the jury, after hearing all the evidence, decided that Dr. Wiley had told the truth!

LUCILE KIMBALL

Lucile Kimball of Chicago comes to the obese with the message, "I can make your fat vanish by the gallon." Her claims are the stock claims of the "obesity cures" of the "drugless" type. It is unnecessary, Lucile tells the fat-burdened, to change your method of living. All that is needed to remove their superflous flesh is to take the Lucile Kimball home obesity treatment!

". . . my home treatment is not exercise or diet . . . eat any kind of meat, vegetables, salads, pastry, fish, fowl, nuts, candy that you want—when you want it. Drink what you want—when you want it. I don't interfere with your food or drink. No bending over, rolling, playing golf, horseback riding or doing exercises of any kind. Sit in your chair at home or in your chair at your office—and the fat will vanish from you by the pint, quart, and gallon. It goes away rapidly. It melts from your cells."

In her advertisements, Lucile pleads with her prospective victims not to send any money.

"Don't send a penny. I will return it."

Like others of the same type, this "treatment" is entirely different from every other "treatment": It is essentially a "home remedy." "I am a home

I Can Make Your Fat Vanish by the Gallon!

I CONQUERED OBESITY PAST MIDDLE-AGE

I Ate Everything I Liked—Went Through No Exercise—Wore No Special Clothing—Took No Weakening Baths!

I Explain My Simple, Speedy Home Treatment to You—FREE!

I, Lucile Kimball, a married woman past middle-age, attacked by obesity for years, finally conquered the fat monster. Everything you ever tried, I tried. I went through exercises, rolled on the floor, cut down my food, gave up sweets, fats and starches, wore elastic clothing, tried electricity, massage, osteopathy, vibration, hot and vapor baths, swallowed pellets, capsules and teas—**gained as rapidly as I lost—and so would you with those so-called treatments.**

For years, my friends have asked me to tell them **how** I got rid of fat and kept rid of it. They know that I eat what I want—go through no exercise other than I get around the house and office; that I am **FREE** from obesity, happy, healthy, supple—and look younger by fifteen years than I actually am!

I was afraid that my **Home Treatment** might prove temporary. I waited months. **My fat did not return, and I waited years, but my fat did not come back. Still, I postponed** I tried my **Home Obesity Treatment** on friends. They were equally benefited—men and women of all ages. And finally **I decided to reduce the obesity of fat men and women all over the world.**

You have figured fat by the pound. Your "methods" and 'treatments' have attacked living tissues more than fat. What did you gain? Nothing! Your fat came back the moment you stopped your exercise or diet. It did not go if you tried anything else. But my **Home Treatment** is **not exercise or diet. I say** 'diet' in its broadest sense—not "starvation diet," not "excessive diet," but diet of any kind.

Eat any kind of meat, vegetables, salads, pastry, fish, fowl, nuts, candy that you want—when you want it. Drink what you want—when you want it. I don't interfere with your food or drink! No bending over, rolling, playing golf, horseback riding, doing exercise of any kind. Sit in your chair at home, or in your chair at your office—and **the fat will vanish from you by the pint, quart and gallon. It goes away rapidly. It melts from your cells.** You feel better—stronger. Beauty returns to women; strength to men. You never heard of anything of the kind before in your life. Everybody says, "How wonderful!" It is marvelous beyond description, and it is **absolutely harmless.** It is so simple, you need devote only three or four minutes each twenty-four hours to its use.

Spend Just One Penny!

All I want you to do is to get my books. This explains the harm of most methods and treatments; why exercise and diet are useless. It tells how I overcome obesity, how I conquered fat; how I rid my friends of fat; how you can be free from the grip of the fat fiend. I know that you want the way pointed out for you, showing how you can reduce fat right in your own home, business, while traveling or visiting. Don't wait. This book costs you nothing. It tells the how and why, and your name should be among the first to reach me. I pledge secrecy and a prompt response. This is the key to successful, rapid fat reduction. Write today—Now! Hurry your request—this moment! If you have been disappointed before, this time you will be satisfied. Write in a letter or on a postcard, "Please send Free Book showing how I can reduce my obesity at home." Sign your name and address. You are not obligated in any way. Get your request in **now.**

Lucile Kimball, Suite 184, 1327 Michigan Blvd. Chicago, Illinois.

body," says Mrs. Kimball, "opposed to the work of charlatans." To those who answer her advertisement Lucile Kimball sends a complete set of follow-up letters. The first letter describes the "cure's" simplicity:

"It does not attack living tissues. It does not tear away muscle and healthy cells. It simply converts your fat into an emulsion and passes it through your liver, into your colon and out with your waste."

Truly a marvelous physiologic feat. "And think of having to pay only Ten Dollars for this full and complete obesity treatment."

In the second letter Lucile rehashes that hoary anecdote about the Londoner who tried to sell sovereigns at a shilling apiece, but was unsuccessful because the public suspected a trick. Says Lucile:

"I am offering you the equivalent of a gold sovereign for a cheap, inexpensive little shilling. Don't be too wise to see the bargain."

Therefore, "send your ten dollars . . . hurry it along . . . do it while the spirit is on you." Letter three is of the "scare" type; an attempt to frighten the obese into taking the treatment. Moreover, the price is reduced:

"Now I am going to . . . give you an opportunity to secure this full treatment of mine, fully guaranteed, for only seven dollars. . . ."

Letter four brings the price down to $5; letter five to $3.25; letter six to $1.79—provided the money is sent within three days—letter seven extends the time limit of the $1.79 offer.

"This is my final price—just $1.79, prepaid, I will never make you another offer. This treatment cannot be purchased for a penny less."

In spite of this, letter eight comes, offering "this regular ten-dollar treatment for only one dollar." This is the last of the follow-up letters. If the victim fails to send the dollar, Lucile Kimball charges the account up to profit and loss. Here, in brief, are the offers made to those who answer the Lucille Kimball advertisements:

Letter 1: Only $10 for "lifetime's complete mastery over fat."

Letter 2: Send $10 "while the spirit is on you."

Letter 3: Only $7. "Easily worth a dozen times this price."

Letter 4: "Send only $5 by express or post-office money order. Send your order today, my friend."

Letter 5: $3.25. "If I could make the price any lower . . . I should be delighted to do so."

Letter 6: $1.79. "Must be done within three days from the time you receive this letter."

Letter 7: $1.79. "Have decided to extend my offer." "I will never make another one."

Letter 8: Only $1. "Hasten your order."

THE ANALYSIS

And what is the Lucile Kimball home obesity treatment? Dr. Wiley asked this question, and to answer it had the "treatment" analyzed. He gave the result of the examination in an article by Miss A. L. Pierce and himself in *Good Housekeeping* for January, 1914. Here it is, in brief:

Pink Pills: Reported to consist principally of red pepper, menthol and bitters, probably gentian or quassia.

Brown Tablets: These the chemists declared to be an old-fashioned cathartic pill of the aloin type.

Powder: This consisted, according to the chemists, of a mixture of soap, Epsom salt and washing soda.

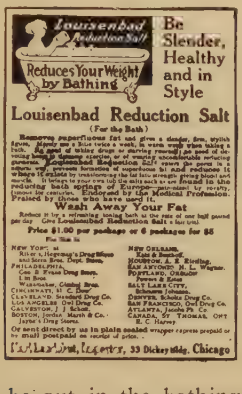
Surely much ado about nothing! We leave it to Lucile Kimball to explain the following discrepancies between facts and claims: "No internal . . . dosing"; "No internal medicine." How about the purgative pills and the bitter

tonic? "You don't have to take . . . any special kind of bath": What about the strong alkaline bath powder consisting of soap, washing soda and Epsom salt? Summed up, the Lucile Kimball Home Obesity Treatment is palpably and utterly worthless.—(*From The Journal A. M. A., Feb. 28, 1914.*)

LOUISENBAD REDUCTION SALT

Louisenbad Reduction Salt is a white powder and comes in tin boxes containing 14 ounces and costs $1 a box. According to the label, Louisenbad Reduction Salt is:

"An obesity remedy for the reduction of superfluous fat without the use of drugs, dieting or exercise."


Louisenbad Reduction Salt
Reduces Your Weight by Bathing
Be Slender, Healthy and in Style
Louisenbad Reduction Salt
(For the Bath)
Wash Away Your Fat
Price $1.00 per package or 6 packages for $5

The stuff is supposed to be put in the bathing-water and baths are to be taken "twice a week or oftener." A tablespoonful of the "salt" to a bath-tubful of water is the amount prescribed. This artistic touch is added to the label:

"Should the baths reduce faster than three pounds per week, they should not be used more than twice a week."

As a supplementary "treatment" it is urged that the unsweetened juice of half a lemon should be taken on the same days that the baths are taken. The prospective purchaser is asked to believe that Louisenbad Reduction Salt has these powers:

"Removes superfluous fat and gives a slender form and stylish figure."
"Enters the pores in a natural way, prevents formation of superfluous fat and reduces it where it exists by transforming the fat into strength-giving blood and muscle."

From the analysis made in the Association's laboratory it appears that Louisenbad Reduction Salt has essentially the following composition:

Sodium sulphate, anhydrous (dried Glauber salt)	72.4 per cent.
Sodium chlorid (common salt)	11.2 per cent.
Potassium chlorid	16.4 per cent.

The approximate cost of 14 ounces of such a mixture would be about 10 cents. It is hardly necessary to say that taking a bath in a tubful of water in which a tablespoonful of a mixture of Glauber salt, table salt and potassium chlorid has been dissolved would have no other weight-reducing effect than that obtained from bathing in the same amount of water without the mixture. Two

such baths a week would produce no appreciable diminution of weight in any individual who was not extremely dirty.—(*Modified from The Journal A. M. A., Feb. 21, 1914.*)

MORLENE

Morlene is a preparation sold under the claim that when used externally it "will reduce goiter, tumors, thick neck, double chin, enlarged joints, inflammations, bust and waist line." It is put on the market by the Interstate Drug Co., Cleveland, Ohio. Here are some of the claims made for Morlene:

"A tissue absorbent for reducing excess flesh or unnatural growths."
"Will produce absorption of all growths that can be reached by external application."
"Will absorb tumors and abnormal growths."
"Successfully used by many ladies to reduce the waist line and bust."

Specimens of Morlene were purchased on the open market and examined in the Association's laboratory. The report follows:

The specimen of Morlene examined is a pale grayish-yellow translucent, jelly-like substance having an odor of alcohol. Except for a statement on the label that the preparation contains 90 per cent. of alcohol, no information is given concerning its composition.

Qualitative tests demonstrated the presence of alcohol, an iodid, combined fatty acids, sodium and sugar. Neither dextrin, thyroid extract, gum nor starch were found. Quantitative examination indicated that the composition of the specimen of Morlene examined is essentially as follows:

Alcohol (by weight)	53.32 per cent.
Soap	3.61 per cent.
Sodium iodid	12.01 per cent.
Sucrose (cane sugar)	12.87 per cent.
Water and undetermined (by difference)	18.19 per cent.

From the chemists' report it is evident that Morlene is essentially a gelatinized alcoholic solution of soap containing sodium iodid and sugar. While the iodids in organic combination have some reputation as obesity remedies, if taken internally, there is no evidence to show that inorganic iodids—such as the sodium iodid in Morlene—when applied externally to the unbroken skin would have the slightest influence on metabolism. Physiologic tests were made to determine whether or not the sodium iodid in Morlene was absorbed when the preparation was rubbed on the skin. Examination of the saliva and urine following such applications showed that none of the sodium iodid was absorbed; this, too, although the Morlene was rubbed on the skin and allowed to remain for twelve hours. The sugar and soap in Morlene are, of course, equally worthless for inducing "more lean" in the obese. In brief, Morlene is a worthless product advertised under false and misleading claims.—(*From The Journal A. M. A., Aug. 6, 1913.*)

NIKOLA

Nikola is sold as a "bathing compound weight reducer" by the Nikola Chemical Co., New York City. According to the advertisements, Nikola "takes fat off like magic," and we are assured "the results are immediate" and "twenty-one baths has been known to reduce eighteen pounds." Nikola comes in cardboard boxes, 21 boxes constituting a "full cure." Each box contains 10 ounces of a coarse, white powder. The label on each box states:

"Leading physicians recommend 'Nikola' as a positive weight-reducer and as a preventive of rheumatism, gout, kidney trouble and all forms of skin disease."

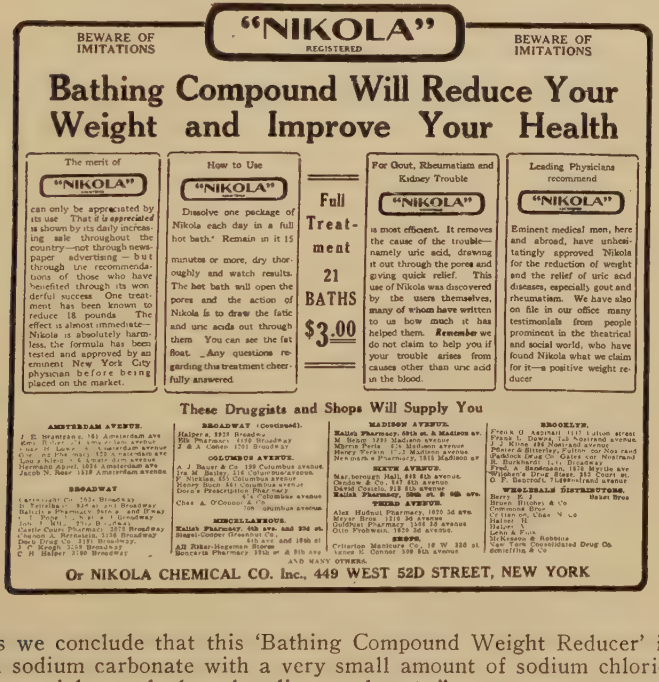
The directions call for dissolving one box of Nikola in a "full hot bath." The obese victim is to remain in the bath fifteen minutes or more and rub dry with rough towel. Then follows this gem:

"Bathe daily for twenty-one days, eat and drink rationally, exercise moderately, and 'Nikola' will show its wonderful results."

The stuff was analyzed in the Association's laboratory in 1914 and the report follows:

"The chemical examinations showed that sodium carbonate, moisture and small amounts of chlorid were present. Quantitative estimations were as follows:

Sodium carbonate (anhydrous)	85.25 per cent.
Water	13.85 per cent.
Impurities (by differences)	6.90 per cent.


BEWARE OF IMITATIONS
"NIKOLA"
REGISTERED
BEWARE OF IMITATIONS
Bathing Compound Will Reduce Your Weight and Improve Your Health
The merit of "NIKOLA" can only be appreciated by its use. That it is appreciated is shown by its daily increasing sale throughout the country—not through newspaper advertising—but through the recommendations of those who have benefited through its wonderful success. One treatment has been known to reduce 18 pounds. The effect is almost immediate—Nikola is absolutely harmless, the formula has been tested and approved by an eminent New York City physician before being placed on the market.
How to Use "NIKOLA"
Dissolve one package of Nikola each day in a full hot bath. Remain in it 15 minutes or more, dry thoroughly and watch results. The hot bath will open the pores and the action of Nikola is to draw the fatic and uric acids out through them. You can see the fat float. Any questions regarding this treatment cheerfully answered.
Full Treatment 21 BATHS $3.00
For Gout, Rheumatism and Kidney Trouble "NIKOLA" is most efficient. It removes the cause of the trouble—namely uric acid, drawing it out through the pores and giving quick relief. This use of Nikola was discovered by the users themselves, many of whom have written to us how much it has helped them. Remember we do not claim to help you if your trouble arises from causes other than uric acid in the blood.
Leading Physicians recommend "NIKOLA" Eminent medical men, here and abroad, have unhesitatingly approved Nikola for the reduction of weight and the relief of uric acid diseases, especially gout and rheumatism. We have also on file in our office many testimonials from people prominent in the theatrical and social world, who have found Nikola what we claim for it—a positive weight reducer
These Druggists and Shops Will Supply You
AMSTERDAM AVENUE.
BROADWAY
BROADWAY (Continued).
COLUMBUS AVENUE.
MISCELLANEOUS.
MADISON AVENUE.
SIXTH AVENUE.
THIRD AVENUE.
TRIPOD.
BROOKLYN.
WHOLESALE DISTRIBUTORS.
AND MANY OTHERS.
Or NIKOLA CHEMICAL CO. Inc., 449 WEST 52D STREET, NEW YORK

"Thus we conclude that this 'Bathing Compound Weight Reducer' is monohydrated sodium carbonate with a very small amount of sodium chlorid—probably commercial monohydrated sodium carbonate."

In other words, Nikola is essentially dried washing soda, with a trace of common salt!

SOME MISCELLANEOUS CURES

Absorbit Reducing Paste and J. Z. Obesity Tablets.—These preparations, sold by a British concern, also seem to have been on the market under the name of "Zobeide". The instructions were to rub the paste on the skin for 5 minutes or more each night and to take two of the tablets at the same time.

The chemists for the British Medical Association reported that the paste had essentially the following composition:

Beeswax	22 per cent.
Lard	44 per cent.
Oil	29 per cent.
Purified ox bile	5 per cent.
Carmine and perfume	Small amounts

The price of the paste was 84 cents for 2 ounces, the estimated cost of the ingredients being 6 cents. The tablets were also analyzed by the chemists, who reported that their composition was:

Sugar	61 per cent.
Sulphur	24 per cent.
Acacia gum	8 per cent.
Ginger, about	4 per cent.
Moisture	3 per cent.

The price charged for 25 tablets was 50 cents, the estimated cost for the same number being 1 cent.

Allan's Anti-Fat.—This, according to the report of the British Medical Association's chemists, was sold from a London office, by a "Botanic Medicine Company" of American origin. It came in the form of a liquid, a 6½ ounce bottle selling for $1.56. Purchasers were promised a rapid loss of weight, "generally from 3 to 6 pounds a week", and the stuff was declared to be a specific for obesity. The British chemists declared that analysis indicated that it had the following composition:

Potassium iodid	0.3 grains
Salicylic acid	1.0 grains
Glycerin	40 minims
Fluid extract of bladder-wrack	70 minims
Water	To 1 fluid ounce

The estimated cost of the ingredients was 6 cents.

Antipon.—This preparation was sold in the British Isles, and came in the form of a liquid, the public being charged 60 cents (2s. 6d.) for 6½ ounces. It was claimed to be "a really permanent cure for corpulence" and "a powerful and entirely harmless specific." The chemists of the British Medical Association reported that it was essentially a solution of citric acid in water, with some red coloring matter. The estimated cost of the ingredients of a 60 cent bottle was less than 3 cents.

Corpulin.—This was a German product, which, according to Dr. Zernik, contained bladderwrack, tamarind and cascara sagrada.

Dalloff's Tea "Contre l'Obesite".—This German preparation, according to Dr. Zernik, was found to consist of a mixture of leaves of senna, bearberry and lavender, with anthylla flowers.

Fell Reducing Treatment.—This was a London product. A package sold for $1.56, and consisted of 112 tablets. The instructions were to take nine tablets daily. Analyzed by the chemists of the British Medical Association, they were reported to have a composition, approximately, of 90 per cent. sugar of milk, 7 per cent. extract of bladderwrack, and the balance excipient. The estimated cost of the $1.56 package was half a cent.

Figuroids.—This "Scientific Obesity Cure", that was claimed by its English exploiters to have been "discovered through an accident while making Scientific Investigations in the Laboratory" came in the form of tablets. Twelve

large tablets and twelve small tablets comprised a "treatment", which sold for 66 cents. Chemists for the British Medical Association, after analyzing Figuroids, reported that the large tablets were an effervescing mixture of baking soda and tartaric acid (the former in excess) together with common salt, phenolphthalein, and hexamethylenamin. The small tablets, according to the same authority, had the same ingredients as were found in the large tablets, but differed in that the tartaric acid in the small tablets was in excess of the baking soda. The British chemists estimated that the cost of the ingredients of the 66-cent bottle was about 3 cents.

Graziana Reducing Treatment (Zehrkur).—This preparation, sold in Germany, consisted of a grayish-brown powder, a box of capsules and a box of pills. According to the report of the British Medical Association, the chief ingredient of each of these was powdered bladderwrack. The pills also contained a purgative drug.

Hargreave's Reducing Wafers.—Another British preparation which came in boxes selling for 27 cents. The chemists of the British Medical Association reported that analysis indicated that the preparation contained powdered liquorice and bladderwrack.

Hughes & Hughes XL Reducing Pills and Ointment.—A British preparation that was sold as a "safe, speedy and efficacious" remedy. The chemists of the British Medical Association reported that the pills contained small quantities of potassium iodid, iron phosphate, powdered ginger, powdered liquorice, and what was apparently bladderwrack. The estimated cost of the pills, which sold for 66 cents a box, was 2½ cents. The "Reducing Lotion" was reported to contain iodid, bromid and chlorid of potassium, with glycerin and water. It was estimated that the cost of the ingredients of a bottle of the lotion which sold for $1.08 was about 1½ cents.

Nelson Lloyd Safe Reducing Treatment.—This "treatment" was sold from London, and consisted of three kinds of medicine, "Preliminary Tablets," which the chemists for the British Medical Association reported to contain extract of bladderwrack, thyroid substance and liquorice; "Special Tablets", which apparently had the same composition as the "Preliminary Tablets", and a "Liquid" which also seemed to contain thyroid material, bladderwrack, and glycerin.

Normal Pills.—This English product was, according to the report of the British Medical Association's chemists, a pill containing cascara sagrada, bladderwrack and powdered liquorice.

Oil of Korein.—According to the *Report of the Connecticut Agricultural Experiment Station* for 1915, this product comes in gelatine capsules colored red, and contains a few drops of a mixture that is essentially 40 per cent. oil of sassafras and 60 per cent. liquid petrolatum. Some of the advertising matter sent out by the Oil of Korein concern declares that the stuff has for its "active therapeutic agent" *Fucus vesiculosus*, or bladder-wrack. While the advertisements of Oil of Korein have stated either directly or inferentially that the obese may eat all they need while reducing with this nostrum, the purchaser, after parting with his money, finds that the directions which come with it recommend certain dietary restrictions, naming especially a number of starchy foods which "it is helpful to avoid." Probably, in common with most obesity "cures", any reduction that may follow the use of Oil of Korein is due either to the dieting or to impaired digestion.

Phatolene Tablets.—Another London preparation, which the British Medical Association reported to be ovoid pills, consisting essentially of bladderwrack and powdered liquorice root.

Russell's Anti-Corpulent Preparation.—This preparation, sold by a London concern, came in liquid form, 12½ ounces selling for $1.50 (6s.). Analyzed by the chemists for the British Medical Association, it was reported to be essentially citric acid 37 grains, water 1 ounce. The estimated cost of the ingredients of a $1.50 bottle was about 4 cents.

Trilene Tablets.—This product, put out by a London firm, was analyzed by the chemists of the British Medical Association, who assigned to it the following approximate composition:

Sugar	87 per cent.
Bladder-wrack	3 per cent.
Starch	7 per cent.
Water	3 per cent.
Yellow dye	Small amount

The estimated cost of the ingredients of a box of the tablets which sold for 60 cents was one-twentieth of a cent.

Dr. Vincent's Anti-Stout Pills.—This was another preparation sold from London that was analyzed by the chemists of the British Medical Association. According to their report, the pills contained jalap, colocynth, aloes, bladderwrack and cloves.

A. Gordon Wallace's Treatment.—This preparation was sold by a concern operated from London, England, and, according to the chemists of the British Medical Association, consisted of sugar-coated tablets, which analysis showed to be bladderwrack and liquorice root.

QUACKERY OF THE DRUGLESS TYPE

> "Old wives and starres are his councellors; his nightspell is his guard, and charms his physician. He wears Paracelsian characters for the toothache; and a little hallowed wax is his antidote for all evils."—Bishop Hall.

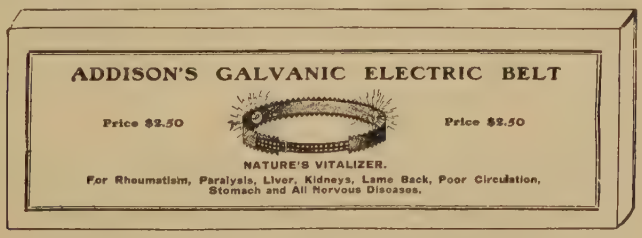
ADDISON'S GALVANIC ELECTRIC BELT

While the electric-belt fake has lost the vogue it once had, that class of the community to which the late Mr. Barnum so feelingly referred is still in evidence. This, at least, is the impression one gets from an advertisement that appeared in a weekly publication devoted to the "show world"—the *Billboard*—and here reproduced:

Medicine Showmen, Agents, Palmists and Hustlers
YOU ARE LOSING SOME NICE EASY MONEY if you fail to work our High-Grade ELECTRIC BELTS, APPLIANCES and BODY BATTERIES on the side or in your office. Also a nice side line for performers making one to six-day stands, 500 to 1,000 per cent profit. Send 15c for Sample Belt and Lecture on Electricity. Get net price list on the best line out.
THE ELECTRIC APPLIANCE CO. (Inc. 1891). Burlington, Kansas

This makes interesting reading, especially as the *Billboard* has editorially declared that its "advertising columns are as carefully edited and the offers that get into them are as closely scrutinized as jealous care, scrupulous honesty and constant vigilance can ensure." Further the *Billboard* has said: "We print no swindling patent medicine ads . . . in fact no catchpenny or petty larceny business whatever."

In view of this, it seemed worth while to send fifteen cents to the Electric Appliance Company for the "sample belt and lecture on electricity." The belt came, also the "lecture," to say nothing of a miscellaneous assortment of advertisements of medical or quasi-medical devices. Cheap and tawdry was the belt but a most gorgeous affair, withal. Strips of vivid red and yellow cotton crudely put together enveloped small pieces of copper and zinc that were sep-


ADDISON'S GALVANIC ELECTRIC BELT
Price $2.50
Price $2.50
NATURE'S VITALIZER.
For Rheumatism, Paralysis, Liver, Kidneys, Lame Back, Poor Circulation, Stomach and All Nervous Diseases.

Miniature reproduction of the package containing the ten-cent electric belt.

arated by blotting paper. This last, of course, to generate the electric current. The "lecture on electricity" was a gem: "Did not time prevent, we could talk for hours upon the many wonderful things that electricity has accomplished. . . . Electricity contains all the elementary principles and therefore all the healing properties of all things in being. All the balms, oils and minerals in

existence are contained in electricity and in their most skilfully combined proportions. . . . If you are weak you need electricity. For lost womanhood or manhood there is nothing like electricity to restore your health. To the ladies we will say, if you have female pains there is nothing better than an electric belt. . . . Electricity is the greatest power on earth. It puts life and force into whatever it touches; gives relief to rheumatism, backache, kidney, liver and bladder troubles, early decay, night losses, lack of nerve and vigor, nervous debility, constipation, dyspepsia, undevelopment and lost vitality and all female complications."

All this, of course, leading up to the sale of the Addison Galvanic Electric Belt, which comes in a neat little box, on which is plainly printed the price, $2.50. And this electrical marvel may be purchased from the manufacturers, the Electric Appliance Company, for the trivial sum of $1.10 a dozen—less than ten cents each. Question: How much "nice easy money" have the "medicine show men" taken in this season in selling for $2.50 an "Addison Galvanic Electric Belt" that costs less than ten cents and isn't worth anything?—(*From The Journal A. M. A., Oct. 2, 1915.*)

THE CARTILAGE COMPANY

The Cartilage Company was another one of the numerous mail-order frauds that have emanated from Rochester, N. Y. It sold a device which it guaranteed would increase the height of any one under 50 years of age, from two to five inches. The company was incorporated in 1905 under the laws of the State of New York, and according to the articles of incorporation, its incorporators and directors were Thomas Adkin, Charles S. Clark and K. Leo Minges. Adkin and Clark, it may be remembered, were also the leading figures in the "Okola Laboratory" and the "New York Institute of Science" frauds, while Adkin was also president of the "New York Institute of Physicians and Surgeons," another swindle that was debarred from the mails.

The method of doing business was typical of mail-order medical frauds. Advertisements were placed in such magazines and newspapers as were not averse to sharing the spoils of quackery. Those who answered the advertisements were sent stock-letters, testimonials, booklets, etc. There was, of course, a sliding scale of prices; the first price asked being $10, which by degrees was reduced to $3.

According to the booklet sent out "the Cartilage Invention has done more toward bettering the condition of the human race than the combined results of another ten discoverers." The company professed to have "a positive cure for curvature of the spine" and the most effective "relief or cure" for paralysis. As a side-line the company also sold an alleged treament and appliance to straighten bow-legs or knock-knees.

In due time the postal authorities got around to this humbug and in August, 1913, the company was cited to show cause why a fraud-order should not be issued against it. Through its counsel, John J. Vause, it requested a number of continuances, which were granted, and the case did not finally come to a head until March, 1914, at which time a fraud-order was issued against it. In the memorandum prepared by the Assistant Attorney-General for the Postmaster-General in this case, the entire scheme is laid bare. Some excerpts from this memorandum follow:

"The apparatus from which such great results are promised is of inexpensive manufacture, being made up of straps, cords, pulleys, a bar of cast iron, etc., and so constituted as that one end of the rope may be fastened to the head and shoulders by means of straps and the other end held in

the hands, the rope passing through a double pulley overhead, which would thus permit one to raise the body from the floor were it not for stirrups fastened to the floor especially to prevent this."

With reference to the various representations made and to the alleged inventor, the memorandum says:

"The evidence placed before me leaves no doubt in my mind that these various representations are made without any proper foundation. In the first place K. Leo Minges, the 'inventor' of the system, is not a physician or a scientist, and neither he nor his alleged 'discovery' has 'attracted attention in the scientific world,' and no evidence was introduced to justify the assertion that 'he has gathered more information relative to bone, muscle and sinew than anyone else in existence.' On the contrary, although present at the hearing with an opportunity to establish his qualifications, he did not take the stand and submit himself to cross-examination. The only basis for his extravagant claims appears to be the fact that he has dissected a few cadavers in the establishment of a man whose business is the construction of anatomical reproductions.

INCREASE YOUR HEIGHT
BROADEN YOUR SHOULDERS

ANYONE CAN NOW SECURE A **Perfect Figure**

YOU can add from 2 to 5 inches to your height, broaden your shoulders, and increase your chest measurements by the simple harmless and practical invention of a business man.

Neither operation, electricity nor drugs are needed to secure these happy results. It causes **NO PAIN, NO TROUBLE** and necessitates **NO LOSS OF TIME** or detention from business. Anyone, young or old of either sex, can successfully use this treatment in the privacy of their own home. Eminent doctors, scientists and gymnasium directors have endorsed it. Leading colleges and universities have adopted it. It is impossible for anyone to use this method without obtaining marvelous results.

FREE TO ANYONE

Exactly how it is done is explained in an intensely interesting book, beautifully illustrated from life, which the inventor will send absolutely free of charge to all who ask for it. If you would like to increase your height and secure a perfect figure, if you want to overcome the embarrassment of being short and stunted; if you desire to secure all the advantages of being tall, write today for this free book, which will be sent you by return mail, free of all charge, in a plain package. Do not delay but learn the secret at once. Simply address

CARTILAGE CO., 137R Unity Bldg., Rochester, N.Y.

We stand back of our Advertisers—Say "I saw it in Physical Culture."

"The representation that his method has the endorsement of leading physicians and that several prominent educational institutions have adopted it 'for the better physical development of their pupils' I find to be without foundation, the few institutions that consented to its installation for experimental purposes having shortly thereafter discarded it as worthless.

"An inspector engaged on the case sent out 700 inquiries to purchasers of the appliance and out of 186 replies received, 171 stated that they had derived no benefit from the use of the apparatus, while fifteen claimed to have been benefited. However, only three of these were over 25 years of age, up to which age an increase in height is entirely natural, according to the testimony of the Government's experts. From a careful examination of this evidence and of evidence along the same line introduced by respondent I am unable to find a single case where growth can be certainly attributed

to the use of respondent's appliance independently of other factors, but instead find that in practically all cases of reported success the subject was in the growing stage and that his growth was consequently according to nature and not superinduced by the appliance, or in the few instances where the subject was beyond the period of natural growth that the alleged increase in height was so slight as to make it most probable that the difference was due to inaccurate measurement.

"As an illustration of the fact that the result obtained in measuring oneself is very unreliable an experiment made by me during the hearing will serve. Two successive attempts by the same person to measure his height by placing the edge of a ruler against the wall at the height of his head showed a difference of practically two inches. The attorney for the respondent then conducted the same experiment on himself, there being a difference of about ⅝ inch between two successive measurements."

Of course the company used testimonials, and in its advertising urged prospective purchasers to write to individuals whose names were given as references. Regarding this matter, the memorandum says:

"Concerning the invitation extended to prospective patrons to write any of the references whose names appear in the company's literature it may be stated that the evidence showed that these references were compensated by the company at a certain rate for each inquiry answered. One such reference made affidavit that her testimonial was given before she ever tried the apparatus. This woman stated that she received in the neighborhood of 20 cents for each reply she made concerning the Cartilage system."

Of the claims made by the Cartilage Company, the memorandum states:

"By overwhelming evidence there was established the falsity of the allegation that 'after a few weeks' practice as outlined by us our patrons become enthusiastic on the subject and never cease until they reach the high ideal perfect man or woman.' This is a gross misstatement of fact, it being shown that in a great majority of cases which were investigated the purchasers of the contrivance gave up its use in discouragement in a short while.

"Abundant evidence to the contrary submitted by the Government and the entire lack of anything to support it introduced by the respondent, forces the finding that the representation to the effect 'some will grow one inch the first month, one-half in the second, and a half in the third, and so on until they reach an increase in height from two to five inches' is made without foundation and entirely lacking in good faith."

Like most medical mail-order frauds, the company issued a fake guaranty which the public would be led to infer guaranteed the purchasers of the "Cartilage System" against loss. Of course it did nothing of the sort. Says the memorandum:

"One of the features of this corporation's business upon which it evidently relies to a large extent in getting business, is its so-called 'guaranty' to refund the purchaser's money if he does not grow two inches or more. This guaranty, however, on perusal is found to be worthless, in that it imposes conditions precedent to a refund the observance of which would be more of a hardship than the loss of the amount of money involved. This is apparent from the following:

The patient must take our treatment, follow our instructions as directed in every detail, and do his or her utmost to assist us. The patient agrees to use the treatment twice a day (barring sickness or any other unforseen event) for a period of one year from the time he or she commences the treatment, and if at the end of that period the patient had not grown two inches or more, the money paid for the treatment is to be refunded.

In the event the patient desires the money refunded, he or she is to send us an affidavit to the effect that he or she has followed all directions carefully and has not grown two inches. Upon receipt of the affidavit, together with the appliances and instructions, the patient's money will be immediately refunded.

During the course of treatment the patient must write at least once a month giving us information as to the progress made, so as to enable us to send special instructions, if necessary.

"It is perfectly obvious that the respondents have no faith that their system will fulfil their representations and that they have accordingly formulated a guaranty that is practically an absolute protection to them so far as making refunds is concerned. That the respondent has reaped the fruits of its foresight in hedging the purchaser about with such provisos is clear from the evidence showing that those who bought the course, after using the machine for a time and discovering its lack of merit, would discontinue its use before the expiration of the stipulated period and fail to carry out the other conditions prescribed."

PHYSICAL CULTURE
ADVERTISING DEPARTMENT
O. J. Elder, Manager
2078 Metropolitan Bldg., New York

(Copy)

New York, N. Y., Jan. 14, 1909.

Columbus W. E. Pittman,
Chapel Hill, N. C.

Dear Sir:

We have your letter of January 7th making inquiry in regard to the Cartilage Co. of Rochester, N. Y. Will say that this Company has been successful with their apparatus in increasing the height of thousands of people. The writer knows of several persons who have used the Cartilage System with excellent results. Of course, we cannot guarantee absolutely that the use of the Cartilage System will enable you to increase your height three or four inches, but we can guarantee that you will receive beneficial results. The exercises which go with this System are excellent and well worth the price asked.

Very truly yours,
Physical Culture,
(signed) O. J. Elder.

Not only did *Physical Culture* accept the advertisements of the Cartilage Company, but the advertising department of that publication also gave the concern a puff which was immediately capitalized by being reproduced in facsimile and sent out broadcast.

In closing, the Assistant Attorney-General says:

"The entire business of the Cartilage Company was originally under the management of Charles S. Clark until within recent years when it was divided so as to give Clark and Adkin the foreign business and Minges that originating in the United States and Canada.

"In past years foreign countries had been a fruitful field of exploitation, especially Japan, the well-known shortness of stature of this race making them easy victims to such a scheme. For some years complaints from all quarters of the globe have been received by the Department against this concern.

"The inspectors who investigated the case estimate that since its origin the Cartilage Company has taken in an amount in the neighborhood of $250,000. At the present time, according to Mr. Minges, the gross returns are not more than $5,000 or $6,000 a year.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. . . . I therefore recommend that a fraud-order be issued against the Cartilage Company and the Cartilage Treatment Company, their officers and agents as such."

The mails were closed to this concern, March 26, 1914.

ELECTRO-CHEMICAL RING

Is it possible to devise a scheme so silly, a fake so flagrant, a swindle so self-evident that the public will have none of it? The history of the "Electro-Chemical Ring" seems to answer this question in the negative. Of all utterly futile pieces of charlatanry it is doubtful if any ever surpassed the Electro-Chemical Ring fraud. This device was put on the market by the Electro-Chemical Ring Company of Toledo, Ohio, a concern owned by one W. G. Brownson and conducted by him since 1892. The Electro-Chemical Ring was a simple ring made of iron of commercial quality. The claim was made that the ring "Cures Diseases Caused by Acid in the Blood." According to Brownson, some of the diseases thus caused are:

Bright's Disease	Epilepsy	Rheumatism	Obesity
Diabetes	Varicose Veins	Gout	Appendicitis
Chorea	Nose-bleed	Lumbago	Cancer
Painful Monthly Periods	Adenoids	Asthma	Stone in the Bladder
Uremia	Goiter	Headache	Psoriasis
	Cataract		

These are but a few of the various diseased conditions that, according to Brownson, are "Caused by Acid in the Blood" and would be cured by wearing his iron ring. Here are a few of the claims made in detail by Brownson for his silly fraud:

"Gravel is like brick-dust, and calculi is about the size of the head of a pin. The ring will stop that accumulation at once, and it is unusual for a person to have an attack of either, after the ring commences to work."

"Gall-stone requires more time. The ring will stop the accumulation at once, but sometimes it will be six weeks or more before the loose stones will become small enough to come out."

"Bright's disease and diabetes cases should show a very decided change for the better, in from twelve hours to four days, after the ring commences to work, and you can tell by the color, quantity, odor and deposit."

"Varicocele is varicose veins of the scrotum, the same as a person may have in the leg, and is as easily cured."

"Diabetes with children—wetting the bed—often leads to St. Vitus's dance; and other diseases. The Electro-Chemical Ring stops the cause and cures both."

"Epileptic fits and monthly spasms are caused by an excess of acid, and the ring has cured cases that have been given up as incurable. Hospitals, asylums, and sanitariums are overcrowded by such cases, and it is an awful outrage to leave them there, when nearly all can be cured by using this ring."

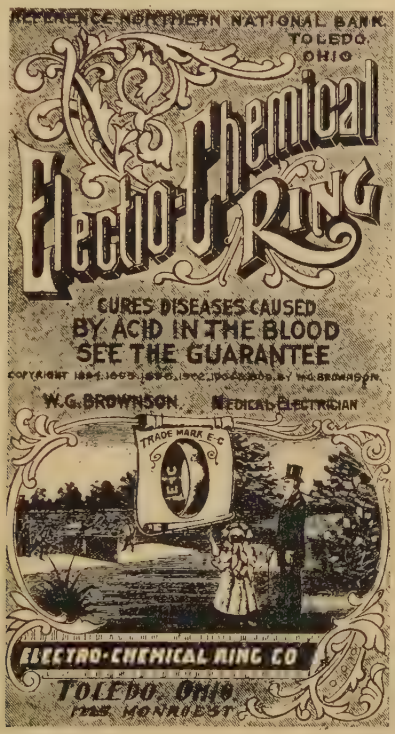
Of course the only evidence submitted of the virtue of the ring were testimonials. Brownson was perfectly willing to sell agencies for his ring and

advertised that he had agents in all lines of business except jewelers and druggists. His reason for refusing to give an agency to a jeweler was:

"Jewelers have sold so many fake rings; they have injured the business and we cannot afford to put the ring in that trade."

And as for druggists:

"Druggists cannot afford to sell the Electro-Chemical Ring; it cures too many diseases for which they have medicine to sell."



However, Brownson still had a large list of agents to draw from. Thus, according to his report, he had granted agencies to bank presidents and train baggagemen; presiding elders and commercial travelers; cigar dealers and ministers; ladies, postmasters, and veterinary surgeons. These and many others, are said to have eked out their income by accepting the agency for the Electro-Chemical Ring—price $2.00.

THE GOVERNMENT'S REPORT

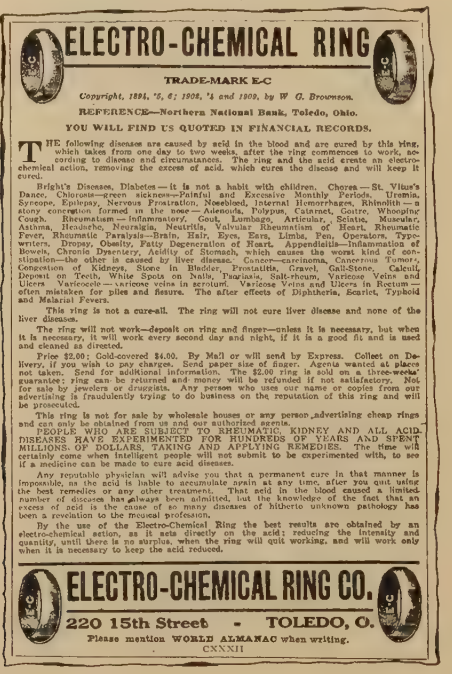
But let us quote from the memorandum for the Postmaster-General recommending the issuance of a fraud-order against this grotesque fake:

"The inspectors who conducted the investigation of this concern wrote a number of test letters under assumed names representing that the writers in the several instances had 'cataract—almost blind,' 'asthma,' 'cancer,' 'loss of use of arm,' 'pellagra,' 'bad case of varicocele' and 'epileptic fits' and asked if the

ring would cure the ailment. In each instance the respondent replied representing that the ring would cure the particular disease and offered to refund the money if a cure should not be effected. The reply to the alleged 'cataract' case test letter is typical and reads as follows:

"Yours 18th. Will inclose book. See what we guarantee the ring for Page 2. As you will see we sell the ring on the guarantee to cure Cataract. It never fails and the cataract will not grow after the person commences to wear the ring. You should certainly try the ring. If it does not help within three weeks you will get your money, if you return the ring."

"One of the rings received in these test cases was referred to the Department of Agriculture, Bureau of Chemistry, for analysis, with the result shown in a letter from that Bureau dated July 16, 1914, reading:



ELECTRO-CHEMICAL RING

TRADE-MARK E-C

Copyright, 1891, '5, 6; 1901, '4 and 1909, by W. G. Brownson.

REFERENCE—Northern National Bank, Toledo, Ohio.

YOU WILL FIND US QUOTED IN FINANCIAL RECORDS.

THE following diseases are caused by acid in the blood and are cured by this ring, which takes from one day to two weeks, after the ring commences to work, according to disease and circumstances. The ring and the acid create an electro-chemical action, removing the excess of acid, which cures the disease and will keep it cured.

Bright's Diseases, Diabetes—it is not a habit with children. Chorea—St. Vitus's Dance, Chlorosis—green sickness—Painful and Excessive Monthly Periods. Uremia, Syncope, Epilepsy, Nervous Prostration, Neeebleed, Internal Hemorrhages, Rhinolith—a stony concretion formed in the nose—Adenoids, Polypus, Catarrh, Goitre, Whooping Cough. Rheumatism—Inflammatory, Gout, Lumbago, Articular, Sciatic, Muscular, Asthma, Headache, Neuralgia, Neuritis, Valvular Rheumatism of Heart, Rheumatic Fever, Rheumatic Paralysis—Brain, Hair, Eyes, Ears, Limbs, Pen Operators, Typewriters, Dropsy, Obesity, Fatty Degeneration of Heart, Appendicitis—Inflammation of Bowels, Chronic Dysentery, Acidity of Stomach, which causes the worst kind of constipation—the other is caused by liver disease. Cancer—carcinoma, Cancerous Tumors, Congestion of Kidneys, Stone in Bladder, Prostatitis, Gravel, Gall-Stone, Calculi, Deposit on Teeth, White Spots on Nails, Psoriasis, Salt-rheum, Varicose Veins and Ulcers, Varicocele—varicose veins in scrotum. Varicose Veins and Ulcers in Rectum often mistaken for piles and fissure. The after effects of Diphtheria, Scarlet, Typhoid and Malarial Fevers.

This ring is not a cure-all. The ring will not cure liver disease and none of the liver diseases.

The ring will not work—deposit on ring and finger—unless it is necessary, but when it is necessary, it will work every second day and night, if it is a good fit and is used and cleaned as directed.

Price $2.00; Gold-covered $4.00. By Mail or will send by Express. Collect on Delivery, if you wish to pay charges. Send paper size of finger. Agents wanted at places not taken. Send for additional information. The $2.00 ring is sold on a three-weeks' guarantee; ring can be returned and money will be refunded if not satisfactory. Not for sale by jewelers or druggists. Any person who uses our name or copies from our advertising is fraudulently trying to do business on the reputation of this ring and will be prosecuted.

This ring is not for sale by wholesale houses or any person advertising cheap rings and can only be obtained from us and our authorized agents.

PEOPLE WHO ARE SUBJECT TO RHEUMATIC, KIDNEY AND ALL ACID DISEASES HAVE EXPERIMENTED FOR HUNDREDS OF YEARS AND SPENT MILLIONS OF DOLLARS, TAKING AND APPLYING REMEDIES. The time will certainly come when intelligent people will not submit to be experimented with, to see if a medicine can be made to cure acid diseases.

Any reputable physician will advise you that a permanent cure in that manner is impossible, as the acid is liable to accumulate again at any time, after you quit using the best remedies or any other treatment. That acid in the blood caused a limited number of diseases has always been admitted, but the knowledge of the fact that an excess of acid is the cause of so many diseases of hitherto unknown pathology has been a revelation to the medical profession.

By the use of the Electro-Chemical Ring the best results are obtained by an electro-chemical action, as it acts directly on the acid; reducing the intensity and quantity, until there is no surplus, when the ring will quit working, and will work only when it is necessary to keep the acid reduced.

ELECTRO-CHEMICAL RING CO.

220 15th Street - TOLEDO, O.

Please mention WORLD ALMANAC when writing.

CXXXII

Full-page advertisement (greatly reduced) from the New York *World* "Almanac."

"'Replying to your favor of July 14th relative to "an electro-chemical ring" (106768c). You are advised that an analysis of the ring in this Bureau shows that it is composed of a commercial grade of iron. You do not state whether or not you desire an expression of opinion as to the value, if any, of the article in the conditions mentioned in your letter, namely, "diseases caused by acid in the blood,' but for your information it may be said that in the opinion of the Bureau the wearing of the ring would have no efficacy in this connection.

"'W. O. EMERY, Acting Chief, Drug Division.'

"One of the rings was also submitted to the Department of Commerce, Bureau of Standards, for examination, and its report reads as follows:

"'When this ring is worn as an ordinary finger ring, there can be no *electro-chemical* action between the ring and any acid in the blood.

"'While there would be a *chemical* action between the ring and the natural perspiration on the finger, this is a *chemical* action in exactly the same sense as it is chemical action when an iron nail, for example, or such a ring as this one, is dissolved in an acid in a beaker.

"'As the word "electrochemical" is ordinarily used by both technical and non-technical writers, an electrochemical action requires two electrodes, usually metals, immersed in, or in contact with, an electrolyte, and the metals must also be in contact or joined by a conductor.'

"In view of the numerous representations made throughout the booklet that a deposit would appear on the ring if the wearer were afflicted with a disease which the ring could cure, the inspectors conducted several experiments. One of the rings was placed on a tightly-rolled piece of blotting paper slightly dampened and was allowed to remain for one hour and forty-five minutes, with the result that a deposit of rust was left on the paper. The second experiment was made on a piece of sterilized muslin still damp from sterilization. After two hours and fifty minutes a similar deposit of rust was found. This deposit of rust is evidently what the literature of the respondent fraudulently represents to be an 'electro-chemical deposit' and regarding which it is subtly suggested 'if there should be an unusual deposit in hot weather, it is caused by what you eat and drink.'

"No evidence was produced by respondent tending to justify in any degree the representations as to the curative properties of the ring, with the exception of a reference to testimonials or alleged testimonials, and I find that the ring in question has no efficacy in the treatment of disease as represented and that the representations of the respondent in this connection are knowingly false and fraudulent. . . ."

"In his answer the respondent volunteered the information that his receipts for the last year were $45,600; that he paid income tax on $15,500 for ten months and that he employs fourteen people in the business. The postmaster at Toledo reports that the concern is now receiving an average of eighty pieces of mail a day.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in violation of Sections 3229 and 4041 of the Revised Statutes, as amended, and therefore recommend that a fraud order be issued against the Electro-Chemical Ring Company and its officers and agents as such, Toledo, Ohio."

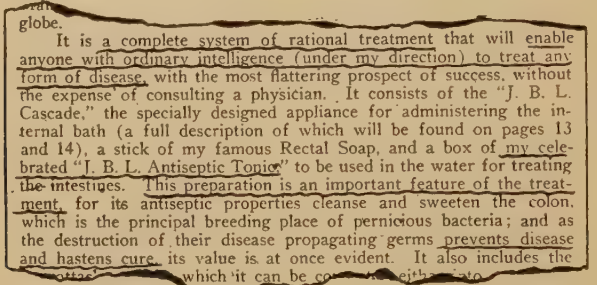
The fraud-order was issued against the Electro-Chemical Ring Company, Oct. 1, 1914. No sooner had the mails been denied to this concern than Brownson made arrangements to evade the law by continuing the business under his own name. This fact was brought to the attention of the federal authorities and the fraud-order was extended to cover the name of W. G. Brownson.—(*From The Journal A. M. A., April 10, 1915.*)

J. B. L. CASCADE

"The J. B. L. Cascade Treatment" is exploited by one Charles A. Tyrrell of New York City. It consists in the self-administration of rectal enemas—containing a "patent medicine" sold by Tyrrell—by means of a rectal syringe known as the J. B. L. ("Joy-Beauty-Life") Cascade.

Before discussing the J. B. L. Cascade treatment, it is well to give the reader some facts which, while incidental, have a bearing on the subject and will aid in giving a truer perspective of the business under discussion. Tyrrell, according to our records, was born in 1843. He received a diploma from the Eclectic Medical College, New York, in 1900—when he was 57 years old! In addition to the J. B. L. Cascade treatment, Tyrrell was president of the concern that exploited the "Ideal Sight Restorer," sold as a cure for most eye-ills. This has been advertised under such claims as: "cures not only the refractive errors of the eye—nearsight, farsight, oldsight and astigmatism—but also such dreaded

diseases as cataract, glaucoma, cross-eye and paralytic blindness." The Ideal Sight Restorer was a piece of tubing with a rubber bulb attached for the purpose of producing a partial vacuum over the eyeballs. The disasters that might result from the indiscriminate use of an appliance of this sort in certain diseased conditions of the eye are more obvious to physicians than to the public. In advertising this "eye cure" the concern sent out what was claimed to be "an unprejudiced journalistic opinion" from the *United States Health Reports*. This publication, which was presumably named so as to mislead the public into believing it was a government bulletin, was, to quote from a government report, "a fraudulent advertising concern which wrote editorial endorsements for any disreputable institution for a cash consideration." In addition to this sort of testimony for the "Ideal Sight Restorer," there were also reports from professional testimonial writers.



globe.

It is a complete system of rational treatment that will enable anyone with ordinary intelligence (under my direction) to treat any form of disease, with the most flattering prospect of success, without the expense of consulting a physician. It consists of the "J. B. L. Cascade," the specially designed appliance for administering the internal bath (a full description of which will be found on pages 13 and 14), a stick of my famous Rectal Soap, and a box of my celebrated "J. B. L. Antiseptic Topics" to be used in the water for treating the intestines. This preparation is an important feature of the treatment, for its antiseptic properties cleanse and sweeten the colon, which is the principal breeding place of pernicious bacteria; and as the destruction of their disease propagating germs prevents disease and hastens cure, its value is at once evident. It also includes the [illegible] which it can be co[illegible]

Photographic reproduction (reduced) of a portion of a page of the booklet sent out by Tyrrell to those who answer his advertisements. Imagine a person of "ordinary intelligence" attempting to treat diphtheria, smallpox, cancer, consumption, Bright's disease, etc. ("any form of disease") with Tyrrell's "complete system" consisting of a rectal syringe, a stick of soap and a teaspoonful of salt and borax in water!

Tyrrell has also appeared in the rôle of publisher and "editor-in-chief" of a quasi-medical magazine, *Health*, issued from the same address as the "Ideal Sight Restorer" and the "J. B. L. Cascade." He had for "associate editor" C. S. Carr, the quack, who for years was connected with the Peruna concern, and who also exploited a mail-order medical concern of his own. The advertising pages of *Health*, in addition to giving large space to the "Ideal Sight Restorer," the "J. B. L. Cascade treatment" and Carr's mail-order concern, reeked with frauds. Brinkler, the "Food Expert," the make-you-tall "Cartilage Co.," the Actina eye-and-ear-cure, the Okola eye-cure, the Oxydonor swindle and the notorious New York Institute of Science—all of which have been officially stamped as frauds by the United States authorities and denied the use of the United States mails—found haven in the pages of *Health*. These facts are given that our readers may get some conception of Tyrrell's business ethics and also for the information of those publishers who have opened the advertising pages of their magazines to the Tyrrell "treatment."

THE "J. B. L. CASCADE"

Tyrrell claims to be the inventor of the J. B. L. Cascade. The public is asked to believe that he, "after several years of patient experimenting, succeeded in perfecting the appliance that bears his name." Elsewhere Tyrrell declares: "I have . . . . invented an apparatus, the J. B. L. Cascade." What are the facts? According to the United States patent records, one Henry M. Guild invented the device, which was patented in 1903. Guild also invented

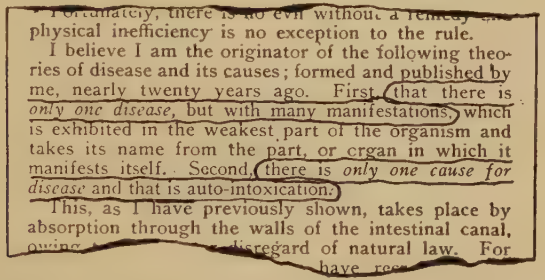
and obtained an additional patent on a modified form of the device in 1904. Both of these patents were assigned to the Tyrrell concern, the first by Guild himself and the second by Guild's executor. So much for Tyrrell's claim that he is an inventor!

The J. B. L. Cascade consists essentially of a rubber bag, shaped like a typical, rubber hot-water bottle. A hard rubber injection point is fastened on one of the flat sides. To operate the device the rubber bag is filled with the "J. B. L. Antiseptic Tonic" solution—of which, more later—the point is then inserted in the anus and the weight of the body on the bag forces the liquid into the rectum. In its essentials the device is virtually the same as one that was patented in Canada in 1892 and in the United States in 1894 by one Joseph Lalonde, a British subject who lived in Winnipeg.

TYRRELL'S KEY-NOTE THEORY

Tyrrell claims to have originated a theory of "disease and its causes." Whether the "theory" was devised as a convenient accessory to his exploitation of the "Cascade" and the "patent medicine" that goes with it, or whether it is merely an indication of stupendous ignorance, makes little difference; it is bizarre and fantastic to the point of silliness. Here it is:

"There is ONLY ONE DISEASE, but with many manifestations."
"There is ONLY ONE CAUSE FOR DISEASE, and that is auto-intoxication."



fortunately, there is no evil without a remedy and physical inefficiency is no exception to the rule.

I believe I am the originator of the following theories of disease and its causes; formed and published by me, nearly twenty years ago. First, that there is *only one disease*, but with many manifestations, which is exhibited in the weakest part of the organism and takes its name from the part, or organ in which it manifests itself. Second, there is *only one cause for disease* and that is auto-intoxication.

This, as I have previously shown, takes place by absorption through the walls of the intestinal canal, owing [illegible] disregard of natural law. For [illegible] have [illegible]

Photographic reproduction (reduced) of part of a page of one of Tyrrell's booklets. Here he gives his theory of "disease and its causes."

But Tyrrell's theory is no more preposterous than the claims he has made for his J. B. L. Cascade treatment. For instance:

"It . . . enables any one with ordinary intelligence (under my direction) to treat successfully any form of disease, that is curable. . . ."
"No matter of how long standing your trouble may be, if there is a possibility of cure, this treatment will effect it."
"It is the greatest preservative of health ever known."
". . . a system of treatment that will both cure and prevent disease. . . ."
"My system of treatment should be used by every one whether in sickness or health."

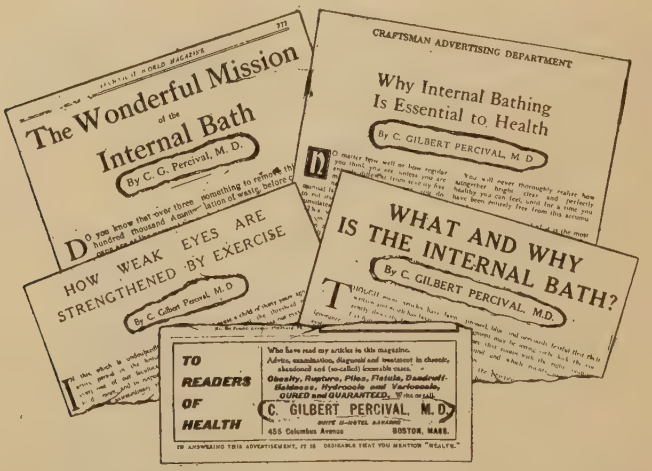
These are but a few of the claims that Tyrrell has made at various times for his "treatment."

THE INFERENTIAL UNTRUTH

The Propaganda Department has received scores of inquiries regarding the J. B. L. Cascade treatment. Some of these have come from publishers who make some attempt to censor their advertising pages. The various absurd claims made by Tyrrell have been pointed out to these publishers. Coincidently

with these criticisms the Tyrrell advertising has become not more honest but more cautious. To illustrate some of the minor modifications in which the direct has given way to the inferential falsehood, we quote in parallels, italicizing to make the comparison clear:

OLDER CLAIMS	NEWER CLAIM
"I have . . . *cured* thousands. . . ." ". . . my method of *curing* and preventing disease. . . ."	"I have . . . *benefited* thousands. . . ." ". . . my method of *treating* and preventing disease. . . ."
"I cleanse the system . . . ; thereby removing the cause of *all* disease."	"I cleanse the system . . . thereby removing the cause, in my opinion, of *much* disease."
"Typhoid fever and Appendicitis *are* positively *cured* . . . by the J. B. L. Cascade Treatment."	"Typhoid fever and Appendicitis *may* positively be *relieved* . . . by the J. B. L. Cascade Treatment."


The Wonderful Mission of the Internal Bath
By C. G. Percival, M. D.
CRAFTSMAN ADVERTISING DEPARTMENT
Why Internal Bathing Is Essential to Health
By C. GILBERT PERCIVAL, M. D.
HOW WEAK EYES ARE STRENGTHENED BY EXERCISE
By C. Gilbert Percival, M.D.
WHAT AND WHY IS THE INTERNAL BATH?
By C. GILBERT PERCIVAL, M.D.
TO READERS OF HEALTH
C. GILBERT PERCIVAL, M. D.
455 Columbus Avenue
BOSTON, MASS.

Greatly reduced photographic reproductions of part of four full-page advertisements of Tyrrell's "J. B. L. Cascade" and "Ideal Sight Restorer." These consist of dissertations by one "C. Gilbert Percival, M. D." Percival was one of the associate editors of *Health*, a pseudo-medical sheet published by Tyrrell. We also reproduce one of Percival's own advertisements in which he guaranteed a cure of obesity, rupture, piles, hydrocele, etc. Percival has given testimonials also for "Absorbine, Jr," "Somnos" and "Lignol." Tyrrell used to publish Percival's name among the "prominent physicians" who used and prescribed the J. B. L. Cascade!

Careful study of the Tyrrell "literature" that has been sent out during the past six or seven years is an education in mail-order quackery. True to type, there is a series of "follow-up" form letters, so prepared as to lead the uninitiated to think that they are individual communications. The first of the series comes "in response to your request" and informs you that the "J. B. L. Cascade Treatment" is, in Tyrrell's judgment, "one of the most common sense and practical methods . . . for preventing and relieving most of the diseases known to the world." Tyrrell emphasizes that those who send money for his "treatment" (which includes a "Cascade," a stick of soap and a box of the marvelous "Antiseptic Tonic") will also be "entitled to unlimited free consultation." Tyrrell modestly adds that as his "reputation is thoroughly established," the purchaser of the "Cascade" secures for himself "the constant service of a New York specialist."

The second letter of the series still further carries out the deception of making its recipient believe it to be a personal communication, by being written on professional rather than business stationery. In this letter Tyrrell declares that he has "taken a personal interest in your case." Of course, most people who receive this letter do not realize that it is a stock letter, sent out as a matter of routine and, in all probability, never seen by Tyrrell, except when the original order was given for the printing. In the third letter of the follow-up series, Tyrrell evinces surprise that the victim has not purchased the "treatment" and incidentally obtained "the advantage of my able advice." This letter makes certain concessions in the price of the treatment and awaits "your valued favors."

THE IDEAL SIGHT RESTORER
WE RESTORE SIGHT!
CLASSES RENDER DEFECTIVE VISION CHRONIC.
Write for our ILLUSTRATED TREATISE ON THE EYE, Mailed Free.
THE IDEAL COMPANY, 239 BROADWAY, NEW YORK.

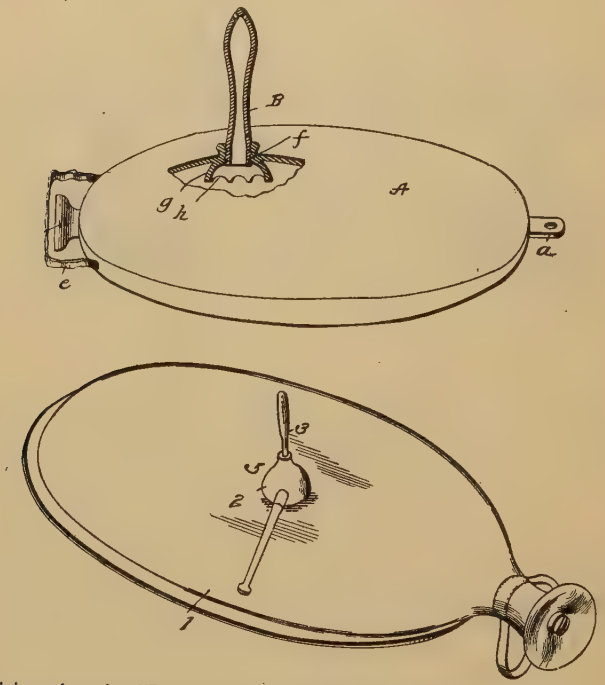
A photographic reproduction (reduced) of an old advertisement of the "Ideal Sight Restorer," another of Tyrrell's devices.

With the first of the letters comes a booklet, one of several that Tyrrell sends out to prospective purchasers of his "treatment," containing among other material a number of testimonials. These testimonials are indexed and in the older books the index was said to be "to Diseases Cured by the J. B. L. Cascade Treatment." In the books now being sent, the index is said to be of "Testimonials Showing the Most Astonishing Results Obtained By the Use of the J. B. L. Cascade," etc. The older books alleged that Tyrrell's treatment had cured (*vide* index of testimonials), among many other diseases, "Brain Fever," Consumption, Change of Life (*sic!*), Dysmenorrhea, Gastritis, "Heart Trouble," Insanity, Paralysis and Scarlet Fever. The more recent books do not contain the testimonials alleging cures of the conditions just listed, but they give a list that is sufficiently alluring for those sick or near-sick who are in search of a panacea. Thus one can go down the list of alleged cures alphabetically from "appendicitis" through "bladder trouble," "delirium tremens" and "epilepsy" to "kidney trouble," "malaria," "obesity," "rheumatism" and "stomach trouble."

TESTIMONIALS

Some of the testimonials have a serio-comic element in them. There is, for instance, a panegyric alleged to have been written by Lewis G. Spooner, state senator from Minnesota, whose picture adorns the page on which it appears. The senator avers that he considers the J. B. L. Cascade "almighty important to any human being past middle age in life," and he considers that possession of the Cascade and "use of the same is almighty important." Lillian Russell, looking out from a bunch of roses, asks "Professor Tyrrell" kindly to send her "two more Cascades and six boxes of the Antiseptic Powder"; she wants to take them to Europe. Eva Davenport, "of the Yankee Consul Co.," smilingly testifies to the indispensability of the J. B. L. Cascade, which she finds, as a vocalist, "invariably cause clearness and purity of tone," besides being of value

"in the reduction of obesity." One of the testimonials purports to be a photographic reproduction of a letter from one Rev. Walter W. Kent, Cincinnati. This testimonial, unlike the others mentioned, is not illustrated—which is a pity. The letter-head explains that Rev. Kent is "Chaplain, First Ohio Infantry, U. S. V. R.," and also "Ex-President, Mount Lookout Business Men's Club." Mr. Kent offers his "testamonial" (spelling original) because he would not withhold it from his friends. "I often suffer with nervous headaches from brain fag, like most literary people and thinkers do," says Rev. Kent. A friendly hint to the reverend gentleman: A fulsome testimonial for a quackish device is not likely to enhance one's reputation for being either "literary" or a "thinker."



Tyrrell claims that the "J. B. L. Cascade" was invented by him. The records of the patent office at Washington show that the device was invented and patented by one H. M. Guild who assigned the patent to the Tyrrell concern. The lower of the two devices illustrated above is the Guild instrument—now sold as the "J. B. L. Cascade"—reproduced from the records of the patent office. Tyrrell claims that the J. B. L. Cascade is "the only thing of the kind ever specially designed for the purpose" for which it is sold, *viz.*, rectal enemas. The upper of the two devices illustrated above was invented by a Canadian who obtained a Canadian patent for the device in 1892 and U. S. patent in 1894.

Before leaving the subject of testimonials, reference must be made to a list of physicians published by Tyrrell. These men he classes as "distinguished" and "prominent," and claims that they "both use and prescribe" his "treatment." Investigation shows, as might have been expected, that not one of these men can lay claim to being either "prominent" or "distinguished." Professionally, they are nonentities, or worse. Some of them are dead, some are apparently not physicians at all, at any rate their names are not to be found in the official records of physicians, one is an ex-"patent medicine" maker, one has adver-

tised "Obesity, Rupture, Piles . . . Hydrocele and Varicocele, CURED AND GUARANTEED," while others have been commercially connected with Tyrrell and his so-called institute.

THE "PATENT MEDICINE" ADJUNCT

Most concerns that sell mechanical devices of a pseudo-medical nature have a "patent medicine" as an accessory to the alleged treatment. Tyrrell's is no exception. His complete "treatment" consists in (1) the "J. B. L. Cascade," (2) a stick of his "famous Rectal Soap" and (3) a box of the "Celebrated J. B. L. Antiseptic Tonic." The last is the "repeater" part of the "treatment." Tyrrell says regarding the "Antiseptic Tonic":

> "This preparation is one of the most important features of the treatment, for it attacks and destroys the microbes of disease in their principal breeding place and I cannot too strongly urge the importance of its use, for the distruction of these germs prevents disease and hastens a cure."

A woman who had received some of the advertising material sent out by Tyrrell wrote asking why the formula of the "Antiseptic Tonic" was not given. Here is what she was told:

> "Note your comments as to the Antiseptic Tonic and your inquiry as to why we do not give the formula. We cannot see any good reason why we should do anything of this kind, and give it to the public in order that they may secure the tonic from the druggist without any profit to ourselves for all time."

THE JOURNAL has repeatedly said that the element of secrecy in the "patent medicine" business is for the purpose of allowing the exploiters of nostrums to make claims that the public would laugh at if it was apprised of the composition of their preparations. Tyrrell's "patent medicine" adjunct has been analyzed in the laboratory of the American Medical Association. Here are the findings:

LABORATORY REPORT ON THE "ANTISEPTIC TONIC"

J. B. L. Antiseptic Tonic is a dirty white, faintly perfumed powder containing small blue particles. A 4-ounce package retails for 50 cents. Dissolved in water it produces a faintly greenish-blue, turbid solution, having an alkaline reaction to litmus. Qualitative tests indicated the presence of a chlorid, a borate, sodium, small quantities of calcium and of sulphate and traces of a nitrate. Alkaloids, ammonium salts, free boric acid and salts of copper and zinc were absent.

Quantitative determinations indicated that the composition of the specimen examined is essentially as follows:

Sodium chlorid (common salt)	69.9 per cent.
Borax	29.6 per cent.
Calcium sulphate, hydrous (gypsum)	0.5 per cent.
Color and perfume	traces

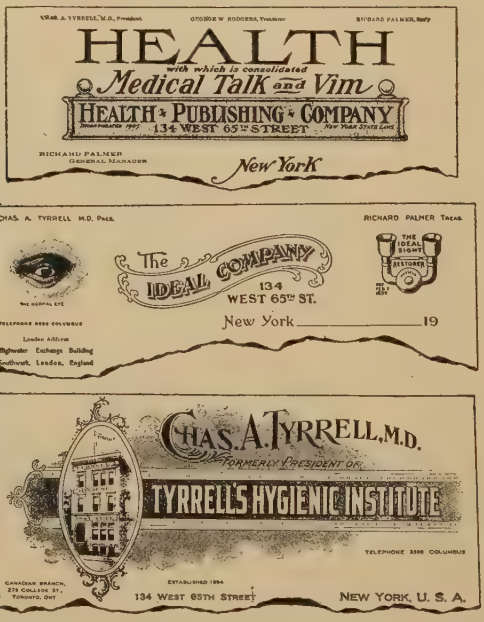
It seems probable that the gypsum found is not an intentionally added constituent, but that it occurs as an impurity or an adulterant in a cheap grade of borax used in preparing the mixture. The insolubility of the gypsum is responsible for the turbidity of the solution.

A preparation having all of the "antiseptic" and "tonic" properties of J. B. L. Antiseptic Tonic can be made by mixing 2.8 ounces of salt with 1.2 ounce of ordinary borax at a cost of not to exceed two-thirds of 1 cent.

Here, then, we have 2⅘ ounces of table salt mixed with 1⅕ ounce of borax and sold for 50 cents! No wonder Tyrrell "cannot see any good reason" for giving the public the "formula" for his "Antiseptic Tonic" which "attacks and destroys the microbes of disease in their principal breeding place!"

THE TYRRELL ADVERTISING

We have given this much space to a consideration of Tyrrell's brand of quackery because some publications that, in general, show considerable discrimination in the acceptance of advertisements have sold space to the exploiters of the "J. B. L. Cascade treatment." Correspondence with some of these publications has disclosed an attitude on the subject of quackery that would be laughable, if it were not discouraging. To the magazines in question "patent medicines," as such, are taboo. It seems, however, that if the alleged "cure" happens to be mechanical rather than chemical in nature, it becomes acceptable, no matter how preposterous the claims made for it may be. If the exploiters of the J. B. L. Cascade entirely eliminate from their alleged treatment their salt-and-borax "patent medicine" accessory, euphemistically referred to as "Antiseptic Tonic," there would still be no valid excuse for accepting the J. B. L. Cascade advertising.



Photographic reproductions of the letter-heads of three concerns of which Tyrrell is, or has been, president. *Health* is the name of a fad magazine, published by Tyrrell, which carried advertisements of various pseudo-medical products including Tyrrell's own devices, the J. B. L. Cascade and the Ideal Sight Restorer.

The advertisements, "follow-up letters" and other advertising paraphernalia that we have on file, covering several years, show the history of the advertising campaign of the J. B. L. Cascade to have been one of deceit, misrepresentation and quackery. While some of the most blatant claims have been modified—due, possibly, to previous criticisms from THE JOURNAL—the advertising still misleads, misrepresents and deceives by inference where it does not do it directly. In spite of this, the attitude of certain otherwise estimable publications seems to be that taken by the *Christian Herald,* for example, of New York, which, after having the facts brought to its attention by a physician, wrote:

"We shall continue to carry this advertisement as we are convinced that the system advocated by Dr. Tyrrell is of far greater benefit to the public at large than the medicines prescribed by the average physician."

Summarized, the objections to the exploitation of the J. B. L. Cascade Treatment may be stated thus:

1.—The key-note of Tyrrell's campaign is his alleged theory that "there is only one disease" and that "there is only one cause for disease" and that cause "is auto-intoxication produced by intestinal obstruction." The falsity of these statements and absurdity of the theory are obvious.

2.—A supplementary feature of Tyrrell's "treatment" is the "J. B. L. Antiseptic Tonic," which, it is insisted, is "one of the most important features of the treatment." The "Antiseptic Tonic" is a secret nostrum sold under ridiculously exaggerated claims at an enormously high price. Analysis shows it to consist essentially of a mixture of common salt and borax worth probably two-thirds of a cent and sold for half a dollar.

3.—The administration of rectal enemas by means of the J. B. L. Cascade is not only unscientific, but may in many cases be dangerous. The common fountain syringe is both safer and more efficient.

4.—Tyrrell urges the public to take rectal enemas both in sickness and in health—in other words, as a routine part of one's living. This advice is mischievous to the point of viciousness. The "enema habit" is just as harmful as the "cathartic habit."

5.—Tyrrell misleads the public into believing that prominent and distinguished physicians have approved of and testified to his "treatment." The facts are that not one of the physicians named can, by the widest stretch of imagination, be called either prominent or distinguished.

6.—The J. B. L. Cascade is advertised as a veritable cure-all. It is claimed that used in sickness any curable disease may be cured; used in health all disease will be prevented!—(*From The Journal A. M. A., Jan. 6, 1917.*)

THE "GAS-PIPE CURES"

Since the days of Perkins' Metallic Tractors, no medical humbug of a mechanical type has enjoyed greater vogue or deceived more people than those devices we have facetiously classified as constituting "Gas-Pipe Therapy."[1] There have been many "gas-pipe" frauds on the market. The original was the "Electropoise," devised by one Hercules Sanche, who later elaborated his device and sold it under the name "Oxydonor", having in the meantime persuaded a not-too-exacting patent office to grant him patent rights on the egregious humbug.

It may be said briefly that all of the "gas-pipe therapy" devices consisted essentially of a piece of nickel-plated piping closed at both ends and filled with some inert and inexpensive substance. To the piping were attached one or two flexible wires at the free ends of which there were small disks with elastic bands and buckles so that they could be fastened to the wrist or ankle, or both, of the user. The cylinder when in use was placed in cold water and this, according to the exploiters, brought into being a "force" (also invented by Sanche) called "Diaduction". This "force" was alleged to cause the human body to absorb oxygen from the air and such absorption was said to cure any of the multifarious ailments for which the gas-pipe devices were sold as cures. Whether Sanche invented "Diaduction" for the purpose of dignifying his gas-

1. These devices are discussed at length in "Nostrums and Quackery" (1912).

pipe fake or invented his nickel-plated humbug for the purpose of capitalizing his imaginary force, it is impossible to say. Here is what the courts have said about "Diaduction" after thoroughly investigating the Sanche claims:

[Diaduction] "is a mere pretense, that is to say, a theory not entertained by the inventor in good faith, but put forward as an imaginary hypothesis merely for the purpose of obtaining a patent on a very simple contrivance, which was not patentable unless the claim was reinforced by some such pretended discovery."

The Oxydonor

In the latter part of 1915 the overworked Fraud Order Department of the Post Office finally got around to the Oxydonor. As a result Dr. H. Sanche & Co. were debarred from the use of the mails. Later this fraud order was extended to cover other names and addresses used by the concern in an attempt to evade the original order. The several actions are briefly summed up in a memorandum issued Feb. 28, 1916, by the Solicitor of the Post Office Department recommending the issuance of a supplemental fraud order. The memorandum follows:

"On October 13, 1915, a fraud order was issued against Dr. H. Sanche & Co. and allied concerns at New York, N. Y., Rochester, N. Y., Detroit, Mich., and Chicago, Ill., upon evidence satisfying the Postmaster-General that under such names the said concerns and parties were conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. The scheme consisted in the sale, through the mails, of a device known as an 'Oxydonor' which it was represented would, when attached to the diseased human body in accordance with certain directions, cause the body to absorb increased amounts of oxygen and by this means cure practically every disease. All such representations and claims were found to be false and fraudulent at the hearing which was had before this office.

"On November 22, 1915, the fraud order was extended to cover the Oxydonor Company, the Oxydonor Sales Company, and the Oxydonor Sales Department, at 220 South State Street and 1009 Consumers Bldg., Chicago, Ill., on evidence showing that mail was being received at those addresses in furtherance of the business done by the companies against which the fraud order was issued on October 13, 1915. On December 24, 1915, the fraud order was further extended to cover the Aid Committee for the Vindication of Oxydonor, Oxydonor Aid Committee, and Theodore T. Boyle, Secretary, at 244 Woodward Ave., Detroit, Mich., on evidence showing that under those names the proprietors of the business in question were evading the fraud orders previously issued. On February 12, 1916, the fraud order was further extended to cover Dr. H. Sanche & Co., 364 West Saint Catherine St., Montreal, Canada, and P. O. Box 203, Station 'B', Montreal, Canada, on evidence showing that Dr. H. Sanche & Co. were attempting to evade the existing fraud orders by transferring their business to Montreal, and that they were soliciting remittances of money to the above-named addresses.

"This office is now in receipt, through the Chief Post Office Inspector, of evidence showing that mail is now being received in furtherance of the business of this concern addressed to Dr. H. Sanche, Detroit, Michigan. I therefore recommend that the existing fraud orders against Dr. H. Sanche & Co. and allied concerns be extended to include Dr. H. Sanche, Detroit, Michigan."

The order was issued Feb. 29, 1916.

The Oxypathor

So profitable did the sale of the Oxydonor prove that many imitations appeared. First the "Oxygenor", then the "Oxygenator", the latter having its name changed later to "Oxypathor". The "Oxytonor" and the "Oxybon" were

still later modifications of the same schemes. Of these imitations the Oxypathor (Oxygenator) was the most extensively and elaborately exploited, and the extent to which the public was defrauded brought forth protests from various sources. The device itself consisted essentially of a piece of nickel-plated tubing filled with inert material, sealed and having attached to each end a flexible cord with a garter-like attachment at its free end. One garter was to be attached to the wrist and the other to the ankle of the person using the Oxypathor (Oxygenator) while the cylinder itself was in a bowl of cold water. According to the claims of the exploiters, when this was done the patient to whom the Oxypathor (Oxygenator) was attached, began to absorb large quantities of oxygen through the skin. So absurdly fraudulent was the Oxypathor that the public in various parts of the world was warned against it. The Australian government debarred the thing from the Australian continent, while the committee appointed by the British Parliament to investigate medical frauds reported:

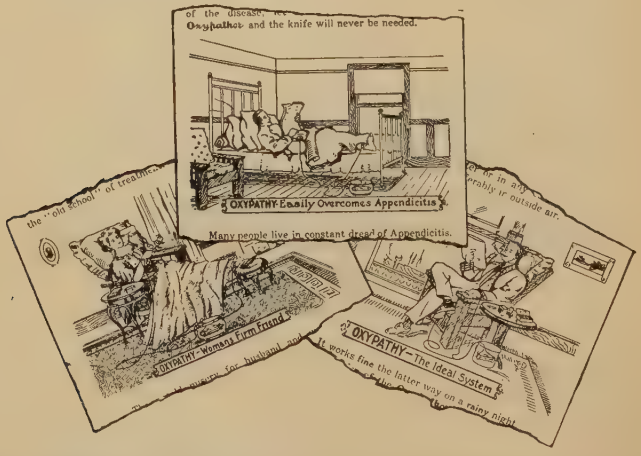
> "Much fraud is also successfully practiced by the advertisement and sale of appliances, as alleged cures for many ailments . . . appliances alleged to supply oxygen (otherwise than by inspiration) such as the 'Oxydonor' and 'Oxygenator' are, of course, deliberate swindles, for the makers cannot be supposed to be as ignorant of chemistry and therapy as their victims."

The "Oxypathor" was one of the later imitations of Sanche's original fakes. It was just as worthless as the others and the claims made for it were even more viciously false. Twenty-five dollars ($25.00) and thirty-five dollars ($35.00) were asked for it.

Finally the United States government successfully prosecuted E. L. Moses of Buffalo, N. Y., general manager of the Oxypathor concern. The trial, which was held in Rutland, Vermont, lasted over a week, and on Nov. 7, 1914, Moses was found guilty of using the mails to defraud. At the trial it was brought out that the Oxypathor cost $1.23; it sold for $35. Aside from the element of suggestion inseparable from the use of a mysterious, expensive-appearing and imposing-looking device, purchasers of the Oxypathor could have obtained just as valuable curative effects from an empty tomato tin with a string tied to it. As a therapeutic agent, the Oxypathor belonged in the same class as the left hind foot of a rabbit caught in a graveyard in the dark of the moon. Yet at the trial the exploiters of the Oxypathor were able to produce witnesses to testify to the curative value of their gas-pipe—and a few of the witnesses called themselves doctors! This exhibition of credulity—or, in the case of physicians, worse—was but another proof of the inherent worthlessness of testimonials. Imposing and convincing testimony would have been forthcoming long ago to prove the therapeutic efficiency of the rabbit's foot if some one had an exclusive proprietary interest in the sale of rabbits' feet.

THE OXYPATHOR DENIED THE USE OF THE MAILS

After the criminal proceedings had been brought against Elvard L. Moses of Buffalo, N. Y., the Solicitor of the Post Office Department submitted a memorandum to the Postmaster-General giving the facts that had been collected regarding the methods of the Oxypathor concern and recommending the issuance of a fraud-order against it. This memorandum charged the Oxypathor Company and Alvin L. Higley, president; Elvard L. Moses, vice-president and general manager; Charles N. McMichael, treasurer; Charles W. Brooke, secretary and assistant general manager; Charles J. Armitage, business manager; Clarence E. Edson, sales promoter; E. H. Johnson, oxypathic specialist, and Joseph Salguando, Spanish expert, and also the Oxygenator Company and the Buffalo Oxypathor Company all of Buffalo, N. Y., together with the Central Ohio Oxypathor Company and W. H. Sandwick, its general manager at Columbus, Ohio, also, the Delaware Oxygenator Company with Booth and Broadway, its managers at Wilmington, Del., with conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises.


Oxypathor and the knife will never be needed.
OXYPATHY Easily Overcomes Appendicitis
Many people live in constant dread of Appendicitis.
OXYPATHY—Woman's Firm Friend
OXYPATHY—The Ideal System

Gas-pipe for appendicitis, "female trouble," etc. Some illustrations (greatly reduced) from the Oxypathor booklet.

The Postmaster-General issued the order and the United States mails were closed to this fraud. The memorandum of the Solicitor contains so much of interest that we quote from it freely:

THE GOVERNMENT'S REPORT

"The Oxypathor Company was incorporated in New York state in 1906 under the name of the Oxygenator Company, the name being changed in July, 1911, to the present name of the Oxypathor Company. The headquarters of the company are in Buffalo, N. Y., where its general offices are located and from which place it distributes its devices to purchasers and to agents throughout the world. Elvard L. Moses, vice-president and general manager of the company, who is in active charge of its affairs, was convicted in the United States District Court at Rutland, Vt., on Nov. 6, 1914, of using the mails in the furtherance of a scheme to defraud in the conduct of this business, and was sentenced on Nov. 7, 1914, to eighteen months in the penitentiary at Atlanta, Ga., a stay

of sentence and bail being refused. This case is now pending on appeal before the United States Circuit Court of Appeals for the Second Circuit, having been taken up on a writ of error. [Moses lost his appeal, the Appellate Court affirming the judgment of the lower court.—Ed.] The transcript of the record in the trial court was introduced in evidence at the hearing before this office by the respondents.

"The business of this company is the sale through the mails of a device known as an Oxypathor, which consists of a brass cylinder filled with a black powder. To each end of the cylinder is attached a copper wire at the termini of which are straps and 'treating plates' designed for the application of these wires to the human body. The cylinder containing the powder is termed by the company the 'polarizer' and is to be immersed in cold water while the machine is in use.

"In its advertising matter, which is freely circulated through the mails, the company represents that the Oxypathor with attachments is a 'thermo-diamagnetic instrument,' which, when attached to the human body, alters its magnetic properties, greatens its affinity for oxygen, and thus increases the body's capacity to attract and absorb the oxygen of the air, and further that the use of the machine in accordance with the directions which accompany each instrument, will quiet the most agonizing pain in a marvelously short time, give profound, restful slumber, stimulate and arouse the body and all its organs to renewed vigor, and cure practically every disease. The advertising matter in which these representations are made is prepared by the company at Buffalo and from that point is mailed either to agents or to prospective purchasers in all parts of the world. There are in evidence in this case some dozen different pamphlets, all elaborately printed, which treat of the alleged power of the Oxypathor to cure disease.

"The instrument sells for $35, additional charges being made for special treatment plates to be used in the treatment of certain diseases. From the year 1909 to the date of the criminal trial, the company has sold 45,451 appliances. . . ."

The Solicitor's memorandum after quoting in detail some of the false and fraudulent claims made for the Oxypathor, continues:

"Both at the criminal trial and at the hearing before this office the government produced expert testimony which clearly showed that the claims of the company for this device were entirely without foundation in fact. Physicists, chemists and experts on radio-activity, all of whom appeared and testified in behalf of the government, agreed that the machine was absolutely inert and without power to influence any substance known to science, or to increase magnetism in any way."

Then followed a summary of the testimony given by chemists, physicists and physicians relative to the possibility of the Oxypathor possessing any chemical, physical or therapeutic properties. The consensus of these opinions was, in effect, to sustain the charge made at various times in The Journal that the Oxypathor possesses all the potentialities for curing disease that are inherent to an empty tomato tin with a string tied to it! Then the memorandum continues:

CONFIDENTIAL INSTRUCTIONS TO AGENTS

"Throughout the advertising matter the company represents that the Oxypathor is especially efficacious in the treatment of chronic diseases and diseases of long standing. Touching the good faith of the company in making these representations to prospective purchasers, the following is quoted from the confidential instructions issued to selling agents by the company:

"Use judgment in taking cases. Take the cases already suggested—the ones in which you have an even show with the doctors. Sidestep the cases which have been drugged for years and years. You might just as well hitch the Oxypathor to a mummy—or to a stone hitching-post—or a telegraph pole—as to some of the cases which will come to you as a last resort. Be wise—and side-step these last-resort cases. They spell nothing but trouble—and failure—and

knockers. Tell them politely but firmly that they have waited too long, and let it go at that. This need not dampen your enthusiasm. It should not. It is simply showing good judgment. It is fending off that which might destroy your enthusiasm. It is not that we fear hard cases. Nothing of the kind. They may be as hard as they wish—provided of recent origin. Until firmly established, better play the business 'safe.' It will pay you well to do so."

HOW TO CATCH THE GULLIBLE

Then follows a number of quotations from the same pamphlet of "confidential instructions" issued to the selling agents by the company. Here are some of them:

"Tell yourself repeatedly that the Oxypathor is all right. Repeat this until firmly convinced that it is all right. Thereafter you will be invincible. From that time—from the time you get faith—have confidence—you will win."

"This brings you face to face with the matter of prospects. How secure them? Listen—you will find prospects by keeping out where the money grows. Get that? You will find prospects by keeping out amongst the people."

"Furthermore, you should engage every possible acquaintance in conversation. Instead of merely nodding acquaintance, stop to talk. At first, let this talk drift as it will. Soon, though, direct it. Say, 'Feeling pretty good?'

"You will be surprised to see how many do not feel good—and they'll give you the whole story—if you will keep still. Then you can get in your licks. Tell them what you have to sell or lease—and tell them that you will call soon to show the Oxypathor—and demonstrate it. Say this in such a way as to prevent a 'turn down.' Say it in a positive tone of voice. You will find few have the nerve to deny you a hearing. The rest is easy.

"Should the person say that he is perfectly well, say, 'And how are your folks?'

"You will be astonished at the amount of illness this will uncover—of which you never dreamed. You must, though, remain quiet for some time after asking the question. Some persons have a habit of saying 'all right'—but who quickly revise their statements—if you remain quiet and say nothing."

"A VITAL TIP!

"Above all—get some money in advance. Get a payment. Do this without fail. You must—to get the user's full co-operation. Unless the user must bear expense, he will have nothing at stake, and bitter experience teaches that nothing at stake means poor co-operation."

"The less theory you talk, the better. Use common words rather than technical words—and save yourself hours of weary talking. It is far better to say, 'Oxygen burns up the wastes and poisons in the blood, thus leaving it rich and pure, and you well,' than to undertake to describe these poisons, wastes and acids. The number of fool questions that you will find hurled your way if you undertake technical presentations will surprise—and disgust you. Side-step as here suggested."

TESTIMONIALS FROM PHYSICIANS

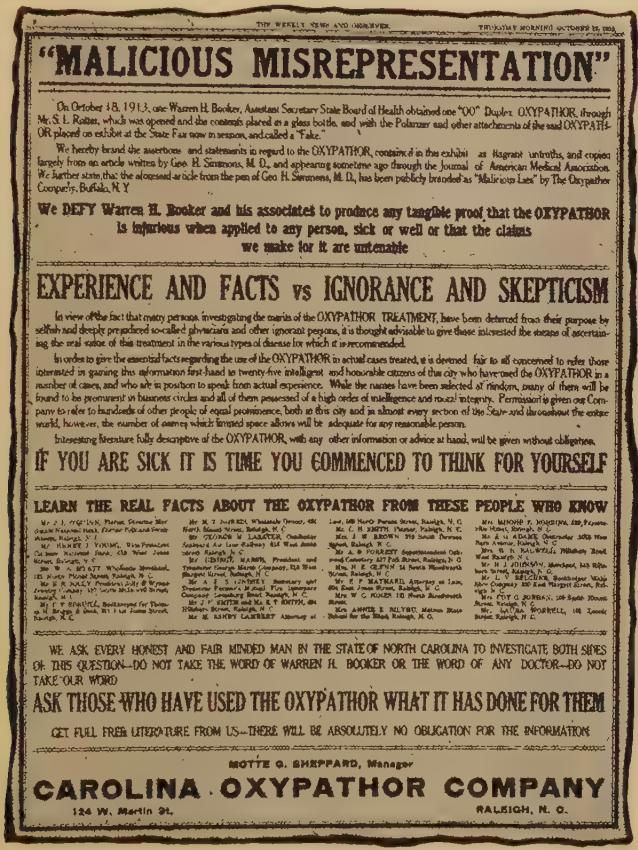
Of course, the main reliance of the Oxypathor fakery was, as is the case in all medical frauds, testimonials. Not only did they present testimonials from laymen, but they were also able to employ certain physicians who gave so-called clinical reports regarding the alleged therapeutic value of this piece of gas-pipe. In the trial that was held at Rutland, Vt., the following physicians were reported by the Rutland newspapers at the time, to have taken the stand in defense of the Oxypathor:

Dr. Allen R. Taylor, Chattanooga, Tenn.. Taylor told of numerous "cures" worked by the Oxypathor under his instructions. It might be mentioned, incidentally, that Taylor was in the business of selling Oxypathors.

Dr. Louis Hazen, Burlington, Vt.: Hazen testified, according to the papers, that he had cured a man of alcoholic paralysis and a woman of "paralysis of the spine" with the Oxypathor.

Dr. Roy H. Cox, Chicago: Cox, according to the reports, at the request of a man interested in the Oxypathor, "treated" several patients with one of these fakes. A person with "poor blood and otherwise in a rundown condition" was treated by Dr. Cox with the Oxypathor and was "well in six weeks"; a case of "blood poisoning was cured in six days"; more marvelous still: "Acute appendicitis was cured in a few days while lumbago was relieved at once." Dr. Cox also had "an alcoholic paralytic" who was "ultimately cured" by the Oxypathor.

Dr. Wm. W. Cook, Chicago: Dr. Cook, according to the newspaper report, "treated erysipelas, gall trouble, tonsilitis, pleurisy and lumbago" with the Oxypathor and "in every one of these cases the patient ultimately recovered." Dr. Cook was willing, it seems, to express the opinion that these benefits were directly due to the use of the Oxypathor! On cross-examination, Cook admitted that the patients who had thus been "cured" had also been given general hygienic, dietetic and other treatment at the same time that they were attached to the Oxypathor.



THE WEEKLY NEWS AND OBSERVER THURSDAY MORNING OCTOBER 16, 1913

"MALICIOUS MISREPRESENTATION"

On October 13, 1913, one Warren H. Booker, Assistant Secretary State Board of Health obtained one "OO" Duplex OXYPATHOR, through Mr. S. L. Rollins, which was opened and the contents placed in a glass bottle, and with the Polarizer and other attachments of the said OXYPATHOR placed on exhibit at the State Fair now in session, and called a "Fake."

We hereby brand the assertions and statements in regard to the OXYPATHOR, contained in this exhibit as flagrant untruths, and copied largely from an article written by Geo. H. Simmons, M. D., and appearing sometime ago through the Journal of American Medical Association. We further state, that the aforesaid article from the pen of Geo. H. Simmons, M. D., has been publicly branded as "Malicious Lies" by The Oxypathor Company, Buffalo, N. Y.

We DEFY Warren H. Booker and his associates to produce any tangible proof that the OXYPATHOR is injurious when applied to any person, sick or well or that the claims we make for it are untenable

EXPERIENCE AND FACTS vs IGNORANCE AND SKEPTICISM

In view of the fact that many persons investigating the merits of the OXYPATHOR TREATMENT, have been deterred from their purpose by selfish and deeply prejudiced so-called physicians and other ignorant persons, it is thought advisable to give these interested the means of ascertaining the real value of this treatment in the various types of disease for which it is recommended.

In order to give the essential facts regarding the use of the OXYPATHOR in actual cases treated, it is deemed fair to all concerned to refer those interested in gaining this information first-hand to twenty-five intelligent and honourable citizens of this city who have used the OXYPATHOR in a number of cases, and who are in position to speak from actual experience. While the names have been selected at random, many of them will be found to be prominent in business circles and all of them possessed of a high order of intelligence and moral integrity. Permission is given our Company to refer to hundreds of other people of equal prominence, both in this city and in almost every section of the State and throughout the entire world, however, the number of names which limited space allows will be adequate for any reasonable person.

Interesting literature fully descriptive of the OXYPATHOR, with any other information or advice at hand, will be given without obligation.

IF YOU ARE SICK IT IS TIME YOU COMMENCED TO THINK FOR YOURSELF

LEARN THE REAL FACTS ABOUT THE OXYPATHOR FROM THESE PEOPLE WHO KNOW

WE ASK EVERY HONEST AND FAIR MINDED MAN IN THE STATE OF NORTH CAROLINA TO INVESTIGATE BOTH SIDES OF THIS QUESTION—DO NOT TAKE THE WORD OF WARREN H. BOOKER OR THE WORD OF ANY DOCTOR—DO NOT TAKE OUR WORD

ASK THOSE WHO HAVE USED THE OXYPATHOR WHAT IT HAS DONE FOR THEM

GET FULL FREE LITERATURE FROM US—THERE WILL BE ABSOLUTELY NO OBLIGATION FOR THE INFORMATION

MOTTE G. SHEPPARD, Manager

CAROLINA OXYPATHOR COMPANY

124 W. Martin St. RALEIGH, N. C.

Greatly reduced full-page newspaper advertisement published by the Carolina Oxypathor Company in an attempt to offset the damaging exposure of the Oxypathor fraud by the North Carolina State Board of Health.

Dr. Joseph P. Ghio, St. Louis, Mo.: Ghio is credited with reporting a "wonderful case" of a cure of "asthma" by means of the Oxypathor. The patient had suffered "for over twenty-two years" and in spite of the best treatment among specialists in this country and abroad "she got no relief." An Oxypathor was attached and in fifteen minutes she was relieved! Dr. Ghio also cited a "case of paralysis following measles," which he cured with the Oxypathor. It developed, on further questioning, that Ghio was an agent for the Oxypathor.

To return to the memorandum to the Postmaster-General: One method by which the Oxypathor concern attempted to get testimonials was to have the agents urge certain of the victims who had purchased these devices to write the Postmaster-General protesting against the issuance of a fraud order. The Oxypathor Company went so far as to outline a letter that these persons might write. As the solicitor's memorandum states "testimonials obtained in this way have been demonstrated to be of little probative force." The solicitor also suggests that the number of people that wrote these letters constituted but a small percentage of those who had purchased the 43,000 Oxypathors which the company has sold since 1909. To quote further from the memorandum:

TESTIMONIALS VALUELESS

"Testimonials are notoriously of small evidentiary value in questions of this character. They are frequently obtained for instruments and alleged remedies of no value from persons suffering from chronic ailments who are prone to regard the least improvement in their condition as an indication of progress toward a cure. In many instances they were written by persons who imagined they were suffering from disease when in fact they were not, by persons whose recovery is due to nature, and by persons whose recovery is due to nature and local hygienic treatments prescribed in connection with the alleged curative agent. I am satisfied and find that all of the testimonials filed in this case fall within one or another of the above classes.

"As to the clinical reports submitted by the physicians employed by this company to test the Oxypathor, there is nothing to show that even in these cases the use of the instrument alone effected the cure.

"The respondents did not attempt to introduce any evidence whatsoever as to the method in which the machine worked or to explain the hitherto unknown force which would be necessary to cause the body to take up unusually large amounts of oxygen through the skin, and the record is entirely silent as to the means by which any of the alleged cures are supposed to have been effected. Briefly, the position of respondents was that all the representations as to how the machine was supposed to operate were immaterial, and that the sole question to be determined at the hearing was the existence or non-existence of any therapeutic value in the instrument itself, and respondents further claimed that the only method whereby it was possible to determine the therapeutic value of the instrument was by tests upon the human body in a diseased state. Necessarily, none of the tests made by the government were made upon the human body in such a state and respondents objected to the introduction of the government's evidence showing that the machine was inert and therefore incapable of affecting the body in any way.

"Attention is invited, in this connection to the fact that all of the company's advertising matter whereby persons are induced to buy this instrument is based on the representation that increased amounts of oxygen are furnished by it to the human body. This is a specific, concrete, material representation, and there is no doubt that purchasers were induced to part with their money on the strength of this representation.

"The respondents' contention that the therapeutic value of this device can be shown in no other way than by tests upon the human body is without merit when considered in connection with the fact that the substances of which the device is made up are well known, and that they have not been shown to possess, either alone or in combination with each other, any such power as is claimed for them. No attempt was made to controvert the government's evidence as to the materials of which these instruments are composed, and no effort made to show that these substances possessed any therapeutic value except by means of the testimonials and reports above referred to. . . ."

A VICIOUS SCHEME

"In conclusion, it may be said that the defense in this case fails entirely to meet the government's charges, and is one that might be urged with equal force

in defense of any fraudulent mail-order medical concern, and that in fact had this device possessed any of the power claimed for it, the respondents would not have been driven for their defense to solicited testimonials and reports and a legal technicality, but would have been able to produce some affirmative proof to meet the burden placed on them by the evidence of the government. When it is considered that the company sells this instrument for the treatment of practically every known disease, many of which if allowed to continue without immediate medical treatment may prove fatal to the patient, and that those who buy the device may be lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome which might have been prevented had medical treatment been promptly resorted to, the vicious nature of this scheme becomes apparent.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the concerns and parties named in the caption of this memorandum."

On March 10, 1915, a fraud order was issued against the Oxypathor Company, *et al.* at Buffalo, N. Y., Columbus, Ohio, and Wilmington, Del. Later, evidence was presented by a postoffice inspector to the federal authorities to show that P. K. Reynolds, Columbus, Ohio, had been made general manager of the Central Oxypathor Company in the place of W. H. Sandwick. The inspector showed further that Reynolds was receiving mail pertaining to the sale of Oxypathors. The Solicitor of the Post Office Department, on receipt of this evidence, recommended that the fraud order against the Central Ohio Oxypathor Company be extended to include P. K. Reynolds. In accordance with this recommendation, a supplemental fraud order was issued against this individual on April 20, 1915.

The Oxygenor

On June 4, 1915, the Postmaster-General of the United States issued a fraud order against the Oxygenor Company of Chicago and its officers and agents as such. This action was based on the recommendation contained in the memorandum prepared by Judge W. H. Lamar, Solicitor for the Post Office Department. According to this memorandum the Oxygenor Company was called on to show cause on or before March 31, 1915, why a fraud order should not be issued against it. At the request of W. Knox Haynes, a Chicago attorney, who appeared for the Oxygenor concern, the hearing for the case was continued to May 1, 1915, at which time Mr. Haynes withdrew from the case. The hearing was again continued to May 3, 1915, at the request of the respondents, at which time L. A. Gilmore, the former proprietor of the Oxygenor Company appeared in behalf of the company, and an answer was also made by Woodford M. Davis, the proprietor of the Oxygenor concern, under date of April 28, 1915. After considering the pleas of both these men, the Solicitor for the Post Office Department reported the facts as he found them. To quote in part from the memorandum:

"The respondent company is selling a device called a 'Perfected Oxygenor King' on the representation that it will cure practically every human ailment by causing the human body to absorb increased amounts of oxygen from the air, through increasing the blood's 'elective affinity' for oxygen, and thus oxygenate the blood and restore the patient to health, irrespective of the particular disease from which he may be suffering. . . ."

SULPHUR, SAND AND GAS-PIPE

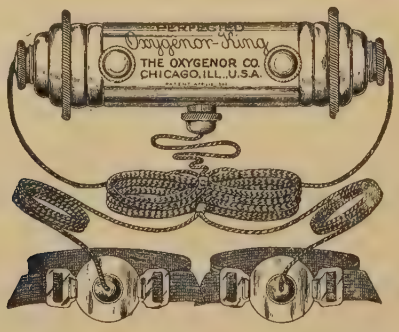
"The device consists of a nickel-plated cylinder termed the 'generator,' to which are fastened wires which terminated in 'treating plates' to be attached to the ankle and wrist of the patient. The 'generator' is filled with a dull, bluish-green, odorless powder almost entirely sulphur and sand, but which the company describes as 'a delicately adjusted but permanent combination of rare

and costly metals.' Although the sand, sulphur and charcoal were in all probability the only elements intentionally introduced, a quantitative chemical analysis showed the following:

Sulphur	66.85
Sand	29.82
Lead carbonate	1.64
Charcoal	1.12
Moisture	.12
Brass	.19
Iron	trace

"The company manufactures two sizes of instruments which sell for $25 and $35, respectively. . . ."

"The 'Oxygenor Direction Book,' which accompanies each instrument, gives certain suggestions as to food, diet, baths, frequency and duration of application of the instrument, etc, and also contains a chart of more than a hundred complaints, running the entire gamut of human suffering from abscess to whooping-cough, with suggested arrangement of the cords with reference to certain terminals on the instrument marked *'W,' 'M,'* and *'S,'* indicating respectively weak, medium, and strong. According to the company, the range of the device in the cure of disease is 'from headache to paralysis, from blood poison to change of life, from chickenpox to varicose veins, from colic to Bright's disease, from malaria to dyspepsia.'



"The "Oxygenor" is an elaboration of the "Oxydonor" fake. It, also, is supposed to "oxygenate" those who use it. Twenty-five dollars ($25.00) is asked for this piece of metal pipe filled with sand and sulphur.

"The mails have been freely used by the company in the conduct of the business both for the original distribution of its literature and for subsequent dealings with purchasers who have been induced to remit money through the mails by means of the representations outlined above.

"UTTERLY WORTHLESS"

"As a matter of fact the device is utterly worthless for the treatment of disease in any form, and all of the representations as to its wonderful therapeutic value are false and fraudulent. The instrument is absolutely inert and incapable of affecting in any way any person to whom it might be attached. Tests made at the request of the inspectors who investigated the case demonstrate this beyond question."

The memorandum then details the result of the investigations that were made by the United States government in the case of the Oxypathor fraud and then continues:

"In view of the utter inertness of the device, and its absolute incapacity to generate any force of any kind, the statements to the effect that the 'force' flowing from the 'generator' may be controlled by means of changing about the 'force controlling cord' among the three terminals marked to indicate 'strong,' 'medium,' and 'weak' are evidently without any foundation and intended solely to mislead and deceive."

The Oxypathor Company made practically no defense. No attempt was made by the concern to show the existence of the alleged mysterious, potent and hitherto unknown "force" which the Oxygenor Company and the exploiters of other gas-pipe frauds claim is brought into existence by the devices. Solicitor Lamar then continues:

INHERENTLY VICIOUS

"The inherent viciousness of the scheme which the respondents are operating is apparent when it is remembered that the company sells the treatment for the cure of practically every human ailment, many of which, if allowed to continue without immediate medical treatment may prove fatal, and that those who, through the false and fraudulent representations of the respondent, buy the machine are not only defrauded but lulled into a sense of false security from all disease.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises, and therefore recommend that a fraud order be issued against the Oxygenor Company, Great Northern Building, Chicago, Illinois, and its officers and agents as such."

The order was issued.

The Oxybon

On Jan. 15, 1916, a fraud order was issued by the Postmaster-General against the Oxybon Company and Ben A. Hallgren of Chicago, because it is alleged they had been engaged in conducting a scheme for obtaining money through the mails "by means of false and fraudulent pretenses, representations and promises." The Oxybon Company, according to the complete set of advertising matter in THE JOURNAL'S files, had for its "president and general manager" one Dr. G. W. Filloon and for its "secretary and sales manager," Ben A. Hallgren.

The Oxybon, which as a fake did not even have the saving grace of originality, being merely a copy of other devices of the same type, was alleged to be the invention of Dr. Filloon. So far as our records show, Filloon is not a physician. In the medical directories issued during the past thirty years the name of Filloon does not appear except that the issues of 1902 and 1904 contain the name of George W. Filloon, 546 Good Block, Des Moines, Iowa. According to the same directories, the school of graduation of George W. Filloon was the "Metropolitan Medical College" for the year 1899. The Metropolitan Medical College, it will be remembered, was a fraudulent Chicago concern that sold diplomas to anybody that would pay the price.

According to the memorandum prepared by the Solicitor for the Post Office Department for the Postmaster-General recommending the issuance of a fraud order, the Oxybon Company and Ben A. Hallgren were called on to show cause, on or before Nov. 16, 1915, why a fraud order should not be issued against them. At that time the Chicago postmaster reported that the average amount of mail received by the Oxybon Company was 140 pieces daily. On Nov. 17, 1915, the concern appeared before the Solicitor's office, through John F. Voight, a Chicago attorney, at which time the government's case was presented. At the close of the hearing the Oxybon people were allowed three weeks in which to file the brief and certain evidence in their defense, the mail addressed to the company being impounded in the meantime, pending the conclusion of the case. The evidence submitted by the government and the defense

filed by the Oxybon concern were carefully considered and the Solicitor in his memorandum to the Postmaster-General reported, in part, that he found the facts to be essentially as follows:

"Ben A. Hallgren, under the name The Oxybon Company, at 208 North Fifth Avenue, Chicago, Ill., is engaged in the business of selling a certain device known as an 'Oxybon,' which consists of a metal cylinder filled with a certain compound, to each end of which is attached an insulated wire which terminates in garterlike attachments. The device is to be attached to a person suffering from disease, the cylinder at the same time being in cold water or ice, and the respondents are selling the instrument as a panacea for the cure of practically all human ailments.

"As a preliminary step to secure patients, the respondents inserted in magazines and periodicals an advertisement which reads in part as follows:

"BORROW AN OXYBON

"You may now test this wonderful curative invention in your own home.

"Great thirty-day offer.

"Have you failed to find relief? Then all we ask is that you give us an opportunity to demonstrate the worth of our treatment by trying it for 30 days.

"Oxybon is a scientific instrument that floods the body with vital, life-giving oxygen. It relieves in an astonishingly short time all manner of acute and chronic troubles.

"It may be the turning point in your life from sickness to health.

"Send for our two valuable free booklets and particulars of our great offer today."

"When a reader answers the advertisement he is sent certain circular matter by the respondents which contains representations to the effect that the Oxybon, when attached to the diseased human body in accordance with certain directions to be furnished by the respondents, will cause the body to absorb increased amounts of oxygen through the skin and pores; that the said device is a scientific instrument which floods the body with oxygen; that the said device raises the resisting power of the human body against disease; that the said device makes everyone supreme master of his own health; that the operation of the said device is in accordance with the law of diamagnetism; that the curative powers of the said device far exceed those of any known method or appliance available to the medical profession; and that through the means indicated the said device will cure practically every human ailment."

The memorandum then quoted some of the preposterous claims made in the Oxybon "literature." They may be summed up by saying that the Oxybon was claimed to be a cure for practically every known disease—and some that are unknown to medical science. The memorandum continues:

"ABSOLUTELY INERT"

"Government experts, who appeared before this office at the hearing and were subjected to cross-examination by the attorney for the respondents, agreed that the device is absolutely inert and has no power whatsoever either to cause the body to absorb increased amounts of oxygen, to generate any force or influence whatsoever when applied to the body, or to cure disease in any form.

"The contents of the cylinder, which was given a quantitative chemical analysis by the Department of Agriculture, is as follows:

"Moisture, that is volatile material at 100 C	6.63 per cent.
"Sulphur, as free sulphur	47.92 per cent.
"Carbon and other material volatile at red heat	12.00 per cent.
"Ash material, non-volatile at red heat	32.65 per cent.

"The contents of the ash consist of iron, aluminum and copper, calcium, magnesium, potassium and sodium oxides, phosphates and sulphates.

"Electrical and magnetic tests made at the Bureau of Standards, Department of Commerce, under conditions prescribed in the direction book which accompanies each instrument, disclosed that although the most delicate galvanometers and other instruments were used, the instrument is both electrically

and magnetically inert, and, furthermore, that even if any electrical or magnetic force were generated within the instrument, it is effectively short-circuited, so that it would be impossible for the force, if any were produced, to be transmitted to any other object. Identical results were obtained irrespective as to whether or not the cylinder itself was immersed in cold or hot water.

"PROOF" THAT FAILED TO PROVE

"Among the representations in the respondents' literature contained in a booklet entitled 'Oxybon is Life Power' is the following:

"PROOF

"Prove it on a plant. Place the treating plate in the soil of a flower pot containing a plant, and the instrument in cold water, and you will soon see the plant thrive in a surprising way, in a few days. Reverse it by putting the instrument in hot water, and the plant will wither and die. Plants have no 'imagination and no faith.' The Oxybon can no more fail to do good to the human system when rightly applied than sunshine and moisteure can fail to grow vegetation, if applied at any reasonable stage."

OXYBON
Something New! Different! Unexpected!
Wonderful!
READ! LISTEN! DON'T MISS! INVESTIGATE!
Here is the best thing ever happened. Hundreds of years coming—here at last. So startling you may not believe it at first—yet absolutely true.
INGENIOUS DOCTOR INVENTS
A New Instrument that actually cures disease without the use of medicine
No Medicine! No Belt! No Battery! No Electricity!
Astonishing, but True. Proven Facts. No Experiment. Booklet gives Full Details. Thousands Praise It. Unlike anything you've seen or heard of. It is NOT sold in drug stores.
THE OXYBON CO.
208 N. FIFTH AVENUE CHICAGO, ILL.
OXYBON actually makes nature cure disease by causing the body to absorb oxygen.

A reduced reproduction of one of the Oxybon advertising circulars.

"Dr. W. W. Stockberger, physiologist in charge of Drug Plants and Poisonous Plant Investigations, in the Bureau of Plant Industry, Department of Agriculture, who appeared at the hearing as a witness for the government, testified that the tests suggested above had been made under his direction and personal observation in one of the greenhouses at the Department of Agriculture."

Dr. Stockberger described the test that had been made under his direction and observation on plants. The Oxybon was used on a number of them according to the directions, immersing the instrument in cold water. No increase in growth was shown in these experiments. The experiment was also made by immersing the Oxybon in hot water but the plants did not "wither and die" as the exploiters of the Oxybon said they would. The expert said that so far as he "could determine by careful inspection and observation the instrument had absolutely no effect whatsoever." The memorandum continues:

"Dr. Lyman F. Kebler, Chief of the Drug Division, Bureau of Chemistry, Department of Agriculture, also appeared at the hearing as a witness for the government, and described certain tests made of the instrument in question on a person suffering from tuberculosis. Although the instrument was applied in accordance with directions for a period of more than a month, no improvement in the patient's condition was noted, and the patient subsequently died."

"CURING" SPINAL CURVATURE AND HEART DISEASE

A prominent practicing physician of Washington, D. C., who appeared at the hearing as a witness on behalf of the government stated that, in his opinion, the Oxybon had no curative value whatever. The memorandum further detailed the result of the investigation by Inspector Honvéry, a post-office inspector who, by the way, has done excellent work in investigating various medical frauds on the public. To quote:

"Inspector Honvéry, in the course of his investigation, wrote certain test letters to the respondents describing certain ailments from which the writer was alleged to be suffering. One letter described the case of curvature of the spine in a girl of 13 years of age, and in replies thereto attempts were made by the respondents to sell or rent an Oxybon for the cure of this deformity. . . ."

"Another test letter written by Inspector Honvéry, under an assumed name, described a case of profuse and steadily protracted menstruation in a young girl 17 years of age. The respondent's reply thereto, which was not a form letter, stated that Dr. Filloon (the inventor of the Oxybon) had been personally consulted and 'believes that from the way you describe your daughter's case she should get encouraging results from the use of an Oxybon, as he thinks that the trouble is principally one of weakness of the organ affected, and as soon as Nature can sufficiently strengthen the body through the use of an Oxybon she should again be restored to health,' and also that 'the Doctor thinks that it would be to your best interest to try an Oxybon on our very liberal trial offer! . . .'"

"Another test letter was addressed by Inspector Honvéry to the respondents asking for information whether the Oxybon would be of benefit in treating valvular disease of the heart. In the respondents' reply, dated Feb. 2, 1915, it was stated:

"I have referred your case to the Doctor and he informs me to write to you that we cannot tell you anything as to the results on account of the seriousness of your trouble. The only thing you can do is to try an Oxybon. Your case has been of so long standing and its progress so far gone that it may be beyond the aid of nature, and if this is the case no treatment can be of any help to you.

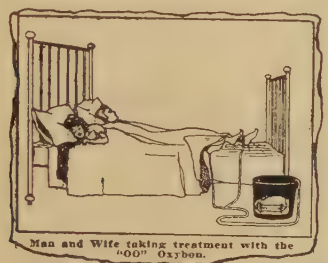
"However, you can never tell what this wonderful instrument is going to do until it is applied.. . ."

The government's medical expert testified that the Oxybon could have no effect in these various cases and further that the conditions described by Inspector Honvéry were none of them caused by lack of oxygen, although the Oxybon literature declared that: "disease is largely if not wholly due to a deficiency of oxygen in the blood and body." Quoting further from the memorandum:

"The respondents in defense have made no genuine attempt to meet the case made out by the evidence presented on behalf of the government, and have

relied upon certain documentary evidence including affidavits from the respondent Hallgren, and from physicians and others. Hallgren affirms his own faith in the instrument as the result of alleged cures effected upon himself by its use and from statements made to him by Dr. Filloon, the inventor of the instrument.

"Other affidavits relate to tests of the Oxybon on plants and guinea pigs in Chicago. Those who made the tests did not appear at the hearing and were not interrogated by counsel for the government, and whatever inference as to any power in the Oxybon to cure disease might be drawn from these tests standing alone, which appears to be doubtful to say the least, it is clearly refuted by the testimony in behalf of the government already referred to above.



Man and Wife taking treatment with the "00" Oxybon.

This is how Oxybon is applied for constitutional treatment in chronic ailments.

Mother giving local application in the treatment of Infantile Paralysis.

Reproduction of some of the illustrations (reduced) from an advertising booklet sent out by the Oxybon concern.

TESTIMONIALS—OF COURSE

"Copies of many alleged testimonials from those who claim to have used the Oxybon with beneficial effects are also submitted by the respondents, who say in their brief:

> ". . . It would seem just to at least attach as much importance to the opinion of a man who claimed to have been sick and to be cured of his sickness and of his opinion of the value of the appliance which affected the cure as to the opinion of medical or other experts of the value of the appliance inasmuch as their opinion [the opinion of experts] is based upon an hypothesis. A man usually knows when he is sick and likewise he knows when he feels well. These letters have more weight than the guesses of experts."

"Assuming that the originals of these testimonial letters were actually received by the respondents, and assuming further that the statements contained therein are frank and sincere, the beneficial results described are doubtless due in large measure to the mental effect caused by the use of a somewhat elaborate and mysterious-looking apparatus. These testimonials may be easily described as falling into one of three classes, viz., they were written either by persons who imagined that they were suffering from disease, when in fact they were not, by persons whose recovery was due to nature, or by persons whose recovery was due to nature and local or hygienic treatment prescribed in connection with the alleged curative agent.

THE WORTHLESSNESS OF TESTIMONIALS

"In this connection, it may be stated that testimonials in general are of small evidentiary value in cases of this kind, and are often furnished in good faith by sufferers from chronic ailments who are prone to consider slight temporary or even permanent improvement, due to natural causes, as an evidence of curative value in the device or treatment for which they furnished testimonials. At the hearing it was shown that a patient's diagnosis of his own disease is of very little value.

"The defense in this case fails entirely to meet the government's charges, and is one that might be urged with equal force in defense of any fraudulent mail-order medical concern. If, in fact, this device possessed any of the power claimed for it, the respondents would not have been driven for their defense to testimonials, but would have been able to produce some affirmative proof to meet the burden placed on them by the evidence of the government.

THE DANGER OF SUCH FRAUDS

"When it is remembered that the respondents are selling the Oxybon for the cure of practically all diseases, many of which if allowed to continue without immediate medical or surgical treatment may prove fatal to the patient, and that those who buy the device are lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome, which might have been prevented had medical treatment been resorted to, the absolute necessity of prohibiting any further use of the mails whatever in the sale of this device is apparent.

THE RENTAL TRICK

"Respondents place considerable reliance upon the fact that the Oxybon is sold on trial and call attention to the fact that under a certain 'lease form' entered into with patients, the latter are entitled to a refund less the sum of $5, which is retained by the respondents as rental, in case the purchaser returns the instrument after thirty or before thirty-six days. The names of 340 persons to whom such refunds have been made are also submitted by the respondents. This arrangement in no way alters the fraudulent nature of the business of the company.

"It is well known that many who find themselves defrauded neglect to make complaint, and in any event the fact that a part of the money secured by the false and fraudulent representations above is returned upon demand is a question of degree only. In all cases the patient is defrauded of at least the $5 which he pays as 'rental.'

"In this connection, attention is invited to the following language of the United States Circuit Court of Appeals for the Eighth Circuit in Harris v. Rosenberger, reported in 145 Federal 449, in which counsel for a concern against which a fraud order had been issued, among other grounds in support of a bill to enjoin the execution of the order, urged that a promise to refund the purchase price if the goods in question were not satisfactory and were returned and the fulfilment of that promise in the instances where it was requested showed that there was no intention to defraud:

"The falsity of the representations and the appellee's knowledge of their falsity being established, as they were, it was not an inadmissible view that the promise to refund the purchase price, if the goods were not satisfactory and were returned, was cleverly devised to give apparent color and support to the representations. True, it appeared that, in a few exceptional instances where customers discovered and resented the deceit which was practiced upon them, the appellee refunded the purchase price in fulfilment of his promise, but it cannot be said that this necessarily or conclusively disproved any intent to defraud, particularly when it was not questioned that in all other instances he retained the money obtained by means of the deceit which he was practicing."—(*From The Journal A. M. A., Feb. 12, 1916.*)

SANDEN ELECTRIC COMPANY

The Sanden Electric Company, 1261 Broadway, New York City, for years defrauded the public by selling so-called electric belts for the "cure" of practically all the diseases with which the human race is afflicted. On June 26, 1914, the Sanden Electric Company (also conducted under the names, the "Sanden Company," "A. T. Sanden," and "F. Hallstrom") was called on by the federal authorities to show cause why the use of the United States mail should not be denied it.

During July and August, 1914, hearings were held covering five days and the concern appeared in the persons of their attorney, Gibbs L. Baker of Washington, D. C., and G. H. McIvor, the manager of the company at New York. During the hearing, Mr. Baker withdrew from the case and the Sanden Electric Company was represented thereafter by a New York attorney, Charles A. Brodeck. During part of the hearing, A. T. Sanden himself was present, while Dr. Julius Weiss of New York appeared as an expert witness of the Sanden fakery. Inspectors Honvéry and Smith testified for the government, as did also a physician who was an expert electro-therapeutist. Sanden and McIvor both declined to go on the witness stand because of the indictment pending against them in the United States Court.

After the hearing the Sanden Company's attorney was given until August 24 to file a brief. After the brief was sent in and all the evidence in the case had received careful consideration, the Solicitor for the Post Office Department, Judge W. H. Lamar, declared that the concern was engaged in a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises and he recommended that a fraud order be issued against the concerns and individuals. The order was issued Nov. 6, 1914.

The Solicitor's memorandum gives in great detail the case against this fraud, and we quote from this memorandum in part. Attention is first called to the fact that the Sanden concern was engaged in selling through the mails an electric belt and in order to obtain the names and addresses of possible purchasers they advertised in newspapers and magazines making certain claims. A few of these claims are quoted:

"The new Sanden mechanical invention for the easy self use of the debilitated or enervated men, will interest a certain percentage who need that kind of aid, but the little illustrated treatise on sex, described below (sent free, by mail for the asking) is of interest to ALL MEN, young and elderly alike."

"Courage Never Forsakes the Manly Man."

"I make a little appliance that I call a vitalizer which I designed to aid just such men who seek manly strength."

"MANHOOD RESTORED. Every man, young or old, who is strong in VITAL FORCE, can meet any danger, any adverse condition, with complete confidence and the power to succeed. I give men this VITAL STRENGTH."

"Courage, manhood, complete nerve control, perfect health, strength and vigor are yours if you but give my HEALTH BELT a chance."

To those who answer the advertisement a circular letter, booklet and symptom blank were sent. The booklet recommended the Sanden belt for such varied conditions as "rheumatism," "weak back," sciatica, "biliousness or liver complaint," constipation, "kidney and bladder troubles," "blood diseases," "paralysis and kindred complaints," "nervous debility," etc. Especially did the booklet play up the "weak men" element. For example:

"My efforts in writing these few pages are directed entirely in the interest of weak men—those suffering from the inevitable result of self abuse, sexual excess, or other unnatural indulgence of the reproductive organs and also those who are threatened with impotency through the exhaustive vital drain of overwork. I do not pose as a miracle worker, and have no rash promises to make; but I believe from actual experience that electricity, properly applied, will do more for you than all the drugs ever compounded."

"Seminal Emissions. The distressing malady or weakness is one of the inevitable effects of self abuse or a misuse of the sexual or reproduction organs. It is a drain upon the nervous system which few, if any, constitutions, can withstand. . . ."

"If every weak man knew of the power of the Sanden Electric Inventions to make a man of him by a perfectly natural and absolutely safe self home treatment it would be practically impossible for us to supply the demand, even at double the present price."

"The most subtle and therefore one of the most dangerous effects of self abuse or sexual excess is spermatorrhea, sometimes called the hidden drain. This disorder may exist in an apparently healthy and robust man for years without his knowledge."

"For nearly forty years I have made electricity the study of my life. I succeeded in inventing a safe and reliable system of applying this natural force to the body and thus giving to the weak and struggling organs the power to properly perform the work set apart for them by Nature. I continued to improve upon my first idea until today I have perfected an Electric Appliance which is second only to Nature herself in maintaining a condition of health and strength and vigorous action throughout the human system."

The company in its defense submitted a large number of quotations from medical works to show that electricity is beneficial in a great many diseases and conditions. On this point Judge Lamar said:

"This is a question into which, for the purposes of this case, it is not necessary to enter. The question to be decided in this case is not as to the therapeutic value of electricity when properly applied, but is whether or not the respondents intend to do the things they promise to do in order to obtain the money sent to them, or, on the other hand, are they guilty of an intentional fraud in promising, for the money, to do things which they do not intend to do and know they cannot do.

"The respondents admit that they cannot diagnose or determine from the symptom blanks used by them the cause of the symptoms but advance the defense that they are selling this belt as a tonic, and that as such they are warranted in selling it to any person who submits a symptom blank showing that he is run down or in any enervated condition. In support of this defense Dr. Weiss, who appeared for the respondents, testified that he would recommend the use of the belt upon the facts by the symptom blanks in the test cases for its tonic effect, although he could not determine the cause of the symptoms. Dr. Weiss, however, testified that electricity applied by means of this belt would be without efficacy in sciatica, paralysis, epilepsy, organic lumbago, kidney trouble, some kinds of bladder trouble, blood diseases, locomotor ataxia, some diseases of women, some kinds of spermatorrhea and some kinds of varicocele, for all of which it is recommended in the booklet used by this company, and that 'when I say it is a tonic treatment, you have it pretty nearly all.' The theory thus advanced by the respondents is clearly untenable when the representations made for the belt and with reference to the symptom blank are taken into consideration. Indeed, the symptom blank could have no function were this a true theory of the case, for all that the respondents would need to know to prescribe the belt in such event would be whether or not the patient was run down. The whole system employed admits of but one conclusion, and that is that it is the intention of these respondents to lead patrons to believe that the belt is prescribed for his or her specific complaint."

The evidence showed further that while the victims of the Sanden concern were led to believe that they would have the services of A. T. Sanden in "treating" them, as a matter of fact Sanden himself who was held out as the inventor and the man of wonderful ability was rarely, if ever, at the Sanden office. The symptom blanks were gone over and the belts sent out by others. The New York postmaster reported that the Sanden concern received on an average of 500 letters a day. Summing up the case against this company, the solicitor for the Post Office Department says:

"After a thorough consideration of all the evidence in this case I am satisfied and find that the representations made by the respondents are calculated to lead the reader to believe:

"1. That conditions present in persons of normal health are in fact symptoms of disease;

"2. That the Sanden belt when applied by their system is a curative agent of wonderful efficacy;

"3. That treatment by means of this belt is as efficacious as electricity applied by physicians or experts after personal examination;

"4. That they can and will in good faith determine whether or not the belt will cure or benefit applicants for treatments from information furnished upon certain symptom blanks;

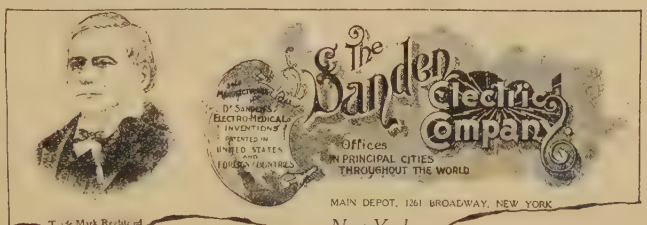
"5. That they have in good faith determined that the electric belt will cure or relieve conditions the symptoms of which have been submitted to them;

"6. That the inventor of the device, a man of long experience and great ability, gives his personal attention to each case;

"And that the representations so made by them are false and fraudulent."

In view of these findings the solicitor recommended the issuance of a fraud order. The order was issued in November, 1914.

Commenting on the Sanden advertisement matter as it appeared both in published advertisements, booklet, circular letter and symptom blank the solicitor for the Post Office Department says:

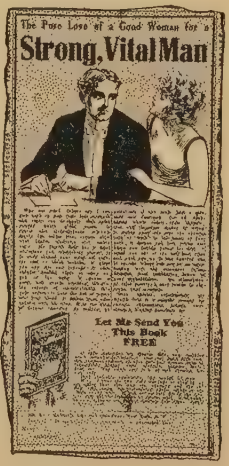


A typical letter-head of the Sanden concern. It was on such stationery that the "follow-up" letters were written.

"It is evident that the matter quoted above is intended and calculated, first, to create the impression that the respondents have in the belt advertised a marvelous curative agent for practically all ailments, and particularly for chronic diseases peculiar to men, which generates force substantially equivalent to vitality and closely approximating the spark of life itself; second, to arouse apprehension and fear in the minds of the persons who read the advertisement and follow-up matter that symptoms having in fact little or no significance are symptoms of an underlying serious condition due to past excesses or abuses; and, third, to cause persons suffering or who believe themselves to be suffering from any of the conditions described in the advertising matter to fill out and send in the symptom blank in the belief that the company can and will determine therefrom the cause of the symptoms and whether or not the belt will accomplish in their particular cases the results it is claimed it is capable of accomplishing."

In investigating this case the Post Office inspectors filled out and submitted to the company six symptom blanks describing various conditions. One from an address in Pennsylvania described a hypothetical case of a young man whose only complaint was that he had involuntary discharges of semen during the night once or twice a month. The second hypothetical case coming from a town in Ohio was almost identical with the first, the loss in this instance being alleged as about once every month or six weeks. The third case was supposed to come from a man in Delaware who claimed that he had "not been feeling well for

some time and suffered a loss of semen at night every two or three months." In each of these three instances form letters, all practically identical, came in reply, and all, of course, recommended the purchase of the Sanden electric belt. The fourth hypothetical case purported to come from a married woman. The chief symptom described was that the menstrual discharge was profuse and



Like all medical mail-order frauds the Sanden concern was able to defraud the public simply because newspapers were willing to accept the company's advertisements. Here are a few greatly reduced reproductions of the Sanden advertisements.

continuous. The fifth also purported to come from a married woman who described as her chief symptom "pains in the bladder." The sixth case, from a hypothetical male patient, declared that physicians told him he had diabetes and the symptoms described were those of diabetes mellitus. In each of the last three cases purchase of the belts was, of course, recommended, although the company "hedged" by stating that the belts were not a specific cure for stone in

the bladder or diabetes. Nevertheless, it was suggested that they would be of benefit in these cases because of their power to "build up the system."

The physician who appeared for the government testified that in all of the test cases referred to the symptoms given were common to a number of diseased conditions each of which required different treatment. He also declared that the kind of electricity applicable in any given case, the strength of the current and the parts of the body to which the electricity should be applied would vary according to conditions which could not be determined from the symptom blanks used by the Sanden concern. The physician also stated that nightly emissions once or twice a month or less frequently were no indication of disease but normal in a healthy man. The government memorandum continues:

"It is clear from this testimony and from the other evidence in the case that respondents cannot, and well know they cannot, determine by the use of the symptom blank referred to the cause of the symptoms given and therefore cannot determine whether or not the belt is applicable; and the prescribing of a belt upon the information given in the symptom blanks submitted in the test case shows an utter lack of good faith in this connection. While the respondents have shown that they do not undertake to treat such diseases as blood poison, asthma, abscesses, epilepsy, and a number of other conditions, where the symptom blank clearly states or shows conclusively that the correspondent is suffering from such disease or condition, the evidence shows beyond question that they do accept and treat cases where the symptoms may or may not indicate a condition not amenable to electric treatment, and do not even request further information in such cases.

"The result is that any benefit which may be derived from the use of a belt prescribed in this way is entirely due to chance. The way in which such a system works out is well shown by correspondence conducted by the inspectors with patrons of the company. Out of fifty-two replies to inquiries sent out by them, only six patrons expressed satisfaction and fourteen were non-committal, while thirty-two stated no benefit had been derived from the use of the appliance."—(*From pamphlet: "Some Mechanical Cure-Alls," 1917.*)

"RHEUMATISM CURES," ETC.

CASE'S RHEUMATIC SPECIFIC

"Case's Rheumatic Specific is not to be compared with any other treatment or medicine for Rheumatic diseases." So says Jesse A. Case of Brockton, Mass., "sole proprietor" of this widely heralded "specific." Mr. Case is not a physician but has after his name the letters "F. S. Sc., London." This title seems to appeal to Mr. Case for among his advertising matter is a photographic reproduction of an item appearing in a Brockton newspaper to the effect that "Jesse A. Case of This City, Receives High Honor in England." The "high honor" referred to is Mr. Case's election to "membership" in a "scientific society," namely, the "Society of Science, Letters and Arts of London." Says Mr. Case:

"I feel proud of the fact that I have been elected a member of the Incorporated Society of Science, Letters and Art of London, England, with headquarters at Adderson House, Highland Road, Kensington. The membership is limited to those only that have contributed something to Science, Letters or Art."

THE JOURNAL has exposed this serio-comic institution so often it hesitates to refer to it again. The "Society of Science, Letters and Arts of London" is a concern which sells "fellowships" at a guinea apiece to persons who desire to display an air of erudition by writing the magical letters "F. S. Sc. (Lond.)" after their names. As an advertising asset "fellowship" in this "society" is easily worth the five dollars it costs and, naturally, these "fellowships" are much sought by quacks and "patent medicine" venders.

Before leaving the subject of the Society of Science, Letters and Arts, it is worth noting that Mr. Case's application for "fellowship" is alleged to have been passed on by Dr. Willard H. Morse of Hartford, Conn. Dr. Morse is a confirmed testimonial-giver who has furnished "certificates" and "analytical reports" on consumption "cures," epilepsy "cures," blindness "cures," etc. In such a business Morse must find the letters "F.S.Sc. (Lond.)" a useful asset, which doubtless accounts for his "fellowship" in that society.

Incidentally one of the most imposing testimonials sent out by Jesse A. Case, F. S. Sc. (Lond.), comes from Dr. Willard H. Morse, F. S. Sc. (Lond.), who testifies regarding Case's rheumatism "cure": "The Case treatment is extremely efficacious. . . . I have no hesitation in referring to this form of treatment as specific."

Jesse A. Case reaches his customers by the usual route—advertisements in the newspapers. In these advertisements he features a free book on "Rheumatism—Its Cause and Cure" and, on these grounds, he maintains that he does not advertise his *product*. Those who write for the book receive a sixteen-page pamphlet telling all about the "rheumatic specific." Mr. Case's claim, therefore, that he does not advertise his preparation is merely an example of beating the devil around a stump. He advertises his booklet and his booklet advertises his nostrum!

The direct claims in Case's Rheumatic Specific are to the effect that it is "something different"; the inferential claim is that the stuff does not contain salicylates, for instance:

"Case's Rheumatic Specific is guaranteed not to contain the slightest portion of any opiate of any kind or nature. No Salicylic Acid. . . ."

"I also guarantee it not to contain . . . salicylic acid . . ."

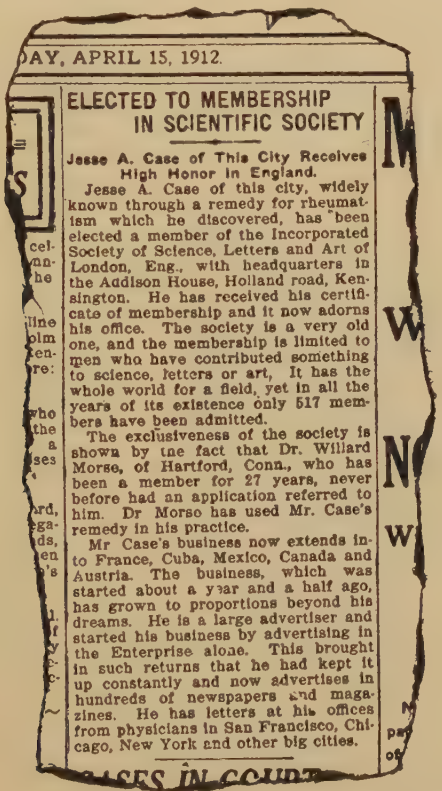
". . . we have yet to learn of a single case of Rheumatism, Gout or Lumbago, where Case's Pills taken as directed did not work a cure."

". . . my treatment is not like any other."

Case sells his preparation in packages of two sizes—a "ten days treatment" at $1.50 and a "forty days treatment" at $5. Those purchasing the treatment receive from Mr. Case the encouraging information—after paying their money: "I do not expect that you will get any results with this small amount of medicine. . . ."

Specimens of Case's rheumatic specific were obtained and the preparation was subjected to analysis. The $1.50 package comes in a small cardboard box bearing these statements:

"Case's Rheumatic Specific."
"Cures where all else fails rheumatism; muscular, sciatica, lumbago, gout, neuralgia, neuritis."
"The Medicine With 10,000 Cures."



DAY, APRIL 15, 1912.

ELECTED TO MEMBERSHIP IN SCIENTIFIC SOCIETY

Jesse A. Case of This City Receives High Honor in England.

Jesse A. Case of this city, widely known through a remedy for rheumatism which he discovered, has been elected a member of the Incorporated Society of Science, Letters and Art of London, Eng., with headquarters in the Addison House, Holland road, Kensington. He has received his certificate of membership and it now adorns his office. The society is a very old one, and the membership is limited to men who have contributed something to science, letters or art. It has the whole world for a field, yet in all the years of its existence only 517 members have been admitted.

The exclusiveness of the society is shown by the fact that Dr. Willard Morse, of Hartford, Conn., who has been a member for 27 years, never before had an application referred to him. Dr Morse has used Mr. Case's remedy in his practice.

Mr Case's business now extends into France, Cuba, Mexico, Canada and Austria. The business, which was started about a year and a half ago, has grown to proportions beyond his dreams. He is a large advertiser and started his business by advertising in the Enterprise alone. This brought in such returns that he had kept it up constantly and now advertises in hundreds of newspapers and magazines. He has letters at his offices from physicians in San Francisco, Chicago, New York and other big cities.

This reproduction of a "news item" from the Brockton (Mass.) *Enterprise* is extensively distributed by Case in his advertising campaign. The "scientific society" referred to is a concern that sells "fellowships" at one guinea ($5.00) each to those who desire to write the letters "F.S.Sc. (Lond.)" after their names.

In the box are two circular pill boxes, one of them labeled, "Rheumatic and Gout Pills"; the other, "Bilious and Liver Tablets." The former are large white pills, thirty in the box; the price of these thirty pills is $1. The latter are yellow-coated tablets, ten in the box, price 50 cents. These pills and tablets were examined in the Association's laboratory and reported as follows:

LABORATORY REPORT

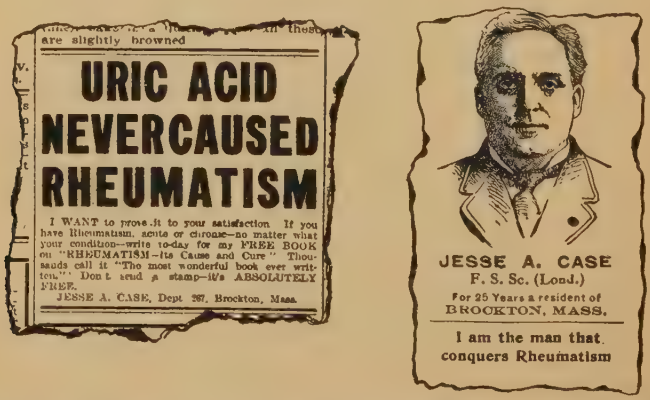
"Case's Rheumatic and Gout Pills: The pills had a coating composed of calcium sulphate and sugar. After removal of the coating the pills were dark brown, somewhat soft and of a sweet taste, resembling licorice root. The average weight of the pill, minus the coating, was 0.313 gm. (about 5 grains). The pills, freed from coating, were analyzed with the following result. Qualitatively the presence of the following was demonstrated: sodium, magnesium, calcium (small amount), potassium (small amount), salicylate, sulphate (small amount) and licorice root. The licorice root was identified by aid of the microscope. After ignition the weight of the ash was 31 per cent.—3.5 per cent. being silica and calcium sulphate, the latter probably derived from the coating.

"The pills were found to have, essentially, the following composition:

Sodium salicylate	22.4 per cent.
Magnesium Oxide	5.3 per cent.
Licorice root to make	100 per cent.

"Each pill contains about 0.06 gm. (1 grain) of sodium salicylate.

"Case's Bilious and Liver Tablets: These are yellow-coated tablets, the coating being composed essentially of calcium sulphate and sugar. The tablets, freed from their coating, were found to consist essentially of licorice root with aloin or some preparation of aloes, as the purgative agent. Belladonna and strychnin were not found."


are slightly browned
URIC ACID
NEVERCAUSED
RHEUMATISM
I WANT to prove it to your satisfaction. If you have Rheumatism, acute or chronic—no matter what your condition—write to-day for my FREE BOOK on "RHEUMATISM—Its Cause and Cure." Thousands call it "The most wonderful book ever written." Don't send a stamp—it's ABSOLUTELY FREE.
JESSE A. CASE, Dept. 267, Brockton, Mass.
JESSE A. CASE
F. S. Sc. (Lond.)
For 25 Years a resident of
BROCKTON, MASS.
I am the man that conquers Rheumatism

Case was a liberal purchaser of newspaper space. On the left is a typical advertisement of Case's Rheumatic Specific. On the right: a reproduction of a portion of one of Case's envelopes. He missed few opportunities to feature his title "F.S.Sc. (Lond.)".

From the chemist's report we learn that Case's "treatment" for rheumatism is practically the same treatment that has been used for years—the administering of salicylates. Yet in Case's booklet the inference is given that his "specific" is a herb that he discovered by chance! That pills of sodium salicylate, whether with or without licorice and magnesia, will have some effect in selected cases of rheumatism, there is no doubt. Sodium salicylate and other salicylates are given daily by physicians for certain forms of rheumatism. There is also no doubt that in exploiting his product as a "specific," in implying that it contains no salicylate and that every case of rheumatism will be cured by it, Case is misleading the public. That there is money in selling pills containing sodium salicylate, licorice root and magnesia at more than 3 cents apiece, is doubtless true; that the public gets value received is certainly not true.—(*From The Journal A. M. A., Jan. 31, 1914.*)

Denied the Use of the United States Mails

A few days after THE JOURNAL'S article on the Case nostrum appeared (it was published Jan. 31, 1914) Case's attention was called to it by a correspondent. In reply Case sent a five-page letter that was a gem of its kind. We quote briefly from it. Spelling as in original:

"I have read the article and analyzed it thoroughly. I know these people and just the object they have in view. I imagine that this was the result of one of two people, either the Medical Advisary Board, this is a syndicate in New York made up of Ex-Postoffice Inspectors. Whether they resigned or were discharged that of course I do not know nor do I care. They have been after me for three years to pay them $600 a year to supervise my printed matter and advertisements, etc. I have told them plainly that I was fully capable of attending to my own business, that everything I had written or printed was true and that I could substantiate it far stronger than anything I had said. This was either from them or from some physician. . . . I suppose that I have been the prime cause of the loss in money, probably into the millions of dollars, to physicians over the country. I suppose they feel a little hurt about the matter, but of course it makes no difference to me. . . . Now as regards sueing or bringing libel against this Journal, it would be sueing a beggar and catching a louse. . . . This article is worth $10,000 to me. I don't know where I could have gone and got the help that they will give me, for that money."

Case also modified his advertising matter somewhat and in a booklet that he sent out made this cryptic reference to THE JOURNAL'S exposé:

"The Medical Journals are interested. The American Journal in their January issue has devoted nearly a page and one-half to me and my Specific."

Now comes the United States Post Office and interferes with Mr. Case's presumably lucrative quackery. In April of this year, citation was issued, calling on Case to show cause why a fraud order should not be issued against him. On June 5 the hearing took place, which was attended by Case and his attorney, Robert O. Harris of Boston. After the government's charges and Case's defense had been heard, the matter was gone over by Judge W. H. Lamar, Solicitor of the Post Office Department, who, in his memorandum to the Postmaster-General, recommended that a fraud order be issued. It was issued Aug. 18, 1919. To quote from Judge Lamar's memorandum:

"The scheme is typical of the ordinary mail-order medical fraud scheme. The advertising matter is of a kind that would induce nearly any one suffering pain caused by any form of local trouble to purchase the remedy. This is the purpose and result of the circulation of the advertising matter through the mails. The promoter of the scheme, Jesse A. Case, was formerly a police officer. He served on the police force at Brockton, Massachusetts, for a number of years and while thus employed conceived the idea of getting up the alleged remedy for rheumatism which he calls 'Case's Rheumatic Specific.' He says, among other things, that this so-called specific is not to be compared with any other treatment or medicine for rheumatic diseases; that it is designed to remove the cause—not to treat the effect. An analysis of the constituents of this remedy made by the Department of Agriculture shows that it is made up as follows:

RHEUMATIC PILLS "A"

Ext. Colchicum Root	1 gr.
Sodium salicylate	2 gr.
Potassium acetate	1/10 gr.
Potassium sulphate	1/10 gr.
Calc. Magnesia q. s.	

LIVER TABLETS, NO. 158541 (FULL STRENGTH)

Ext. Cascara	3 gr.
Aloin	3/10 gr.
Resin Scammony	3/10 gr.
Podophyllin	1/8 gr.
Sodium Bicarb.	3/8 gr.
Oleoresin Capsicum	1/60 Min.

The memorandum declares, further, that a careful and extensive report—which contained the analyses just given—had been made for the Post Office Department by Dr. Lyman F. Kebler of the Bureau of Chemistry. Judge Lamar states that Dr. Kebler's analysis of the representations made by Case in exploiting his remedy "points out so clearly the fraud of the scheme that it is deemed pertinent to quote all of the report except the formal parts thereof." As THE JOURNAL in its previous article has already covered the fraudulent representations made by Case for his "specific," it is unnecessary to go again into the matter extensively. Judge Lamar, in summing up the matter against Case, said in part:

"It will thus be seen that practically the whole realm of local inflammatory conditions is covered by the claims of this mail-order vendor for his remedy. It has long since been established as a fact that there are many kinds of affections of this character, each of which may arise from a different cause, and that in order to cure any kind of rheumatism or like ailments, it is necessary first to ascertain its character, and then to prescribe the treatment particularly called for. Case proposes with this remedy to remove any and every cause from which the particular condition being treated may arise. This cannot be done with any one treatment because it is a fact fully demonstrated and authoritatively established that a remedy which will relieve and cure a disease arising from one cause will as a rule in no wise help or cure a disease produced by another and different cause.

"Mr. Case, the respondent herein, is not a physician, and has had little opportunity for study along medical lines. . . . He knows nothing of the effect of drugs and he is incompetent to prescribe their use. When he sells one form of treatment for all forms of rheumatism, irrespective of the superinducing cause or causes of the trouble, he well knows that it is mere guess-work on his part—a hit or miss chance of recovery, and when he calls such a treatment a 'Specific for Rheumatism,' and solemnly urges its use as a cure for practically all forms of rheumatism he knows that he is not acting in good faith, and his scheme for obtaining money through the mails by such means should be suppressed. This medically unlettered layman poses as an expert in the treatment of rheumatic conditions and has the boldness to display to the public at the head of one of his pamphlets the words, 'Rheumatism, Its Cause, Its Cure, by Jesse A. Case, F.S.Sc. (Lond.).' The representations made by him throughout his entire literature are of a character which have frequently been declared fraudulent by this department. . . . Case describes how he cured himself of a bad case of rheumatism, and this alleged fact was amplified by his direct testimony; but the cross-examination of him shows that he had other troubles, which when removed by treatment other than his own remedy, what he thought was rheumatism gave him no more trouble. The evidence strongly indicates that if he had rheumatism at all it was by no means a serious case. He did have some other serious trouble, as his testimony shows, all of which was treated by physicians and surgeons successfully, after which he regained his health. The postmaster at Brockton, Massachusetts, reports that Case is receiving an average of twenty-eight letters a day in the conduct of this business."—(*Modified from The Journal A. M. A., Sept. 13, 1919.*)

Case Changes His Business

Last week THE JOURNAL recorded the issuance of a fraud order against Jesse A. Case of Brockton, Mass. On account of the false and fraudulent representations made by Case for his nostrum he was denied the use of the United States mails, Aug 18, 1919. Very shortly thereafter Case made application for the revocation of the fraud order on the grounds that he had entirely discontinued his fraudulent mail-order nostrum business and was now engaged in an entirely different business of a legitimate character. In addition to his personal application, Case filed the following affidavit:

"I, Jesse A. Case, being first duly sworn, depose and say that the business heretofore conducted by me, (i. e.) the selling of a rheumatism treatment which the Fraud Order issued against me on August 22, 1919, was designed to suppress has been discontinued and will not be revived any time in the future and that any remittances hereafter received for said treatment will be returned to the sender."

The postal authorities have notified THE JOURNAL that as Case's fraudulent business no longer exists and Case has sworn that he will not revive it and will return to the senders any remittances that may come to him in the future for his "rheumatism cure" it is believed that the ends of justice will be met and satisfied by revoking the fraud order. The order has been revoked.—(*From The Journal A. M. A., Sept. 20, 1919.*)

DE SANCTIS' RHEUMATIC AND GOUT PILLS

"Dr. De Sanctis' Rheumatic and Gout Pills" are put on the market by Edward Cleaver of London, England. The American agents are E. Fougera and Co., Inc., New York. During the past few years, THE JOURNAL has received a number of inquiries regarding the composition of these pills, and in every instance has had to acknowledge that it was unable to furnish this formula, as no analysis had been made in the Association's laboratory, and available references failed to show that they had ever been analyzed elsewhere. For this reason an investigation of the pills was made by the Association's laboratory which reported, in part, as follows:

LABORATORY REPORT

The various specimens of De Sanctis' pills that were purchased for analytical purposes were found to be round, uncoated, and light brown in color. There was some variation in the color of different lots. A little arrowroot starch was found in each box, used as a dusting powder. The pills were very hard, rather brittle, but quite difficult to powder. The pills were not readily disintegrated by water or dilute acids, even when warmed; when warmed with a dilute sodium hydroxid solution, they readily disintegrated.

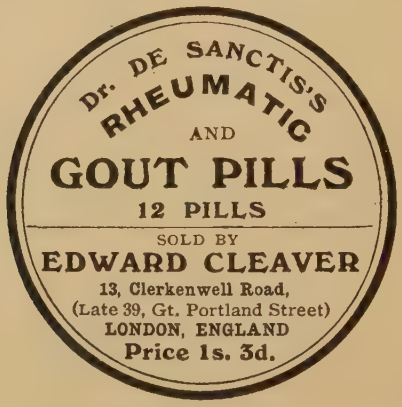
The average weight of a pill was 0.3213 gm., or 5 grains. A microscopical examination of the pills (after they had been reduced to powder) showed powdered colchicum seed in abundance and also traces of arrowroot starch, no doubt from the dusting powder. Since colchicum seed was so abundant, the powder was assayed by the U. S. Pharmacopeial method for colchicum seed (U. S. P. IX, p. 120). In one assay 3.75 gm. gave 0.0204 gm. colchicin, or 0.54 per cent. In a duplicate 5 gm. gave 0.0234 gm. colchicin or 0.47 per cent., average, 0.5 per cent. The alkaloid obtained had the characteristic appearance and odor of colchicin when separated from the seed under these conditions. From 1 gm. of the powdered pills there was obtained 0.0425 gm. ash, or 4.25 per cent. There were also found about ¼ grain benzoic acid and about ½ grain milk sugar to each pill.

From this examination we conclude that De Sanctis' pills contain powdered colchicum seed, benzoic acid, and sugar of milk. There was also present fatty material which resembled the fat of colchicum seed, but might be, in part, added fatty acid. The percentage of colchicin found indicated that a colchicum seed of high alkaloidal content was used in their manufacture or the possible reinforcement of the pills with colchicum extract or colchicin. De Sanctis' pills are essentially 5 grain doses of powdered colchicum seed.

From the chemists' report it will be seen that the only drug in De Sanctis' pills (present in therapeutic quantities) is powdered colchicum seed. The ½ of a grain of milk sugar is doubtless merely an excipient. The fatty acids or fatty matter from colchicum seed that were present are inert, at least in the quantities found in the pills. The only office which fatty acids might perform would be to give the pills an enteric quality, preventing their absorption

until they reach the intestines. Although the entire pills only average 5 grains each in weight, there was present the equivalent of 5 grains of powdered colchicum seed. This indicates, as the chemists have stated, either that a seed of high alkaloidal content is used, or else that the strength of the pills is augmented by the addition of the alkaloid colchicum or, possibly, of colchicum extract.

Here then, we have sold for self-medication an extremely poisonous drug, with no warning of the risk the public runs in using it. While the directions call for "one pill every 8 hours until relieved," it is notorious that the public takes the attitude toward "patent medicines" that, if a little is good, more is better, and the average user of remedies for self-treatment is likely, unless there is some warning, to use his own discretion as to the amount taken.



The individual dose is above that of the average recommended in the United States Pharmacopeia. Colchicum or its alkaloids—or for that matter, any drug as toxic as colchicum—have no place in preparations of the home-remedy type. In the case of all "patent medicines," public interest demands that the full quantitative formula of the therapeutically active ingredients should be given on the label, for when the public prescribes for itself, it has a right to know what it is taking. Unfortunately, public interest clashes with vested interests and, as usual, vested interests get the better of it. In the case of such dangerous preparations as De Sanctis' pills, if their sale is to be permitted at all, not only should the names and quantities of all therapeutically active ingredients in the mixture be given, but the law should require that the word Poison be plainly printed on the label.—(*From The Journal A. M. A., July 19, 1919.*)

PRESCRIPTION A-2851

In this department of The Journal of April 6 were reported the findings of the chemists of the Louisiana State Board of Health in analyses of several "patent medicines." One of the preparations was "Prescription A-2851," of which it was said:

> "This product, which is said to have been known earlier as 'Eimer and Amend's Rheumatic Remedy,' was analyzed by the state chemists of Louisiana, who reported that the preparation seemed to be essentially nothing more nor less than a low grade of sherry wine containing approximately 7½ per cent. of potassium iodid."

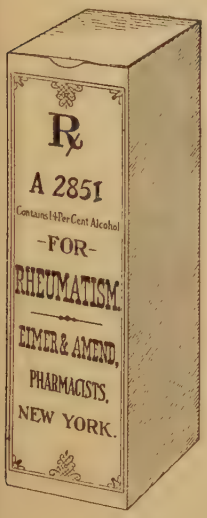
More than a month after this item appeared Eimer and Amend wrote to THE JOURNAL in part as follows:

"We assume that your intention in this column is to be fair. With this assumption in mind we call your attention to the fact that in your paragraph in reference to said prescription you have failed to mention the principal ingredient thereof. Such ingredient is wine of colchicum seed, which constitutes forty-five per cent. (45 per cent.) of the contents. Also you have erroneously stated the per cent. of iodid therein contained which, instead of seven and one-half per cent. is nine and three-tenths per cent. (9.3 per cent.)."

From a leaflet in our files giving directions for the taking of Prescription A-2851 we find the following claims:

"It dissolves the calcareous deposits which cause the painful swelling at the joints and eliminates the uric acid from the system by its alterative action.

"It contains no opiates or narcotic drugs in any form."



The dose for this nostrum, according to the directions, is 1 dram (teaspoonful) three times a day. As, according to the manufacturers, 45 per cent. of this stuff consists of wine of colchicum seed, this means that each dram contains 27 minims of that drug. Thirty minims is considered a full dose. Wine of colchicum seed, or, for that matter, any preparation of colchicum, is so powerful and its toxicity so uncertain that its use in products of the home remedy type should be unhesitatingly condemned. As one author has said in discussing the dangers of colchicum poisoning: "The poisoning is one of the most painful, slow and hopeless poisonings known and a man taking as much as an ounce of the wine of the root or the seed is almost inevitably doomed to a terrible death." In this connection it is worth bearing in mind that the four ounce bottle of "Prescription A-2851" contains, according to the manufacturer's letter, about two ounces of wine of colchicum seed. Yet this stuff is put on the market with no warning of its toxic character. The presence of so potent a drug as colchicum in any nostrum of secret composition sold to, and taken indiscriminately by the public, is unwarranted. The least that Eimer and Amend can do if they insist on continuing to sell "Prescription A-2851" is to warn the public of its dangerous character by using the word poison on the label.—(*From The Journal A. M. A., July 20, 1918.*)

SOME MISCELLANEOUS PRODUCTS

Abbott Bros. Rheumatic Remedy.—This nostrum, sold by Abbott Bros. Co., Chicago, contained 24 per cent. alcohol with 5 grains potassium iodid to each teaspoonful together with extracts of drugs such as sarsaparilla and dandelion. It was sold under the false and fraudulent claims that it was an effective remedy for rheumatism of every form and stage, for sciatica, for all "uric acid troubles" and for eczema and as a cure for sciatica, gonorrheal rheumatism, inflammatory rheumatism and Bright's disease. A fine of $200 and costs was imposed.—[*Notice of Judgment No. 4842; issued Sept. 18, 1917.*]

Barrell's Indian Liniment.—The H. G. O. Cary Medicine Co., Zanesville, Ohio, shipped a quantity of this nostrum in March, 1913. The stuff admittedly contained 31 per cent. of alcohol, and was represented as a "cure" for a variety

of disorders including inflammatory and chronic rheumatism, sore throat, swollen limbs, toothache, erysipelas, headache, diseases of the spine, etc. When analyzed by the Bureau of Chemistry it was found to be a water-alcohol solution of oleoresin of capsicum (red pepper), turpentine, oil of sassafras and soap, containing 49.1 per cent. of alcohol instead of 31 per cent., as stated on the label. As the alcohol content was wrongly declared, and as the therapeutic claims made in the trade package were false and fraudulent the court, on June 1, 1916, imposed a fine of $50 and costs.—[*Notice of Judgment No. 4848; issued Sept. 18, 1917.*]

Bennett's Wonder Oil.—In April, 1910, L. R. Bennett, who traded as the Bennett Medical Company, Norfolk, Va., shipped from Virginia to the District of Columbia a quantity of Dr. Bennett's Wonder Oil. The claims made on the labels read:

"Good for rheumatism, neuralgia, headache, earache, dizziness, sprains, toothache, bruises, chilblains, cuts, frosted feet, burns, sore throat, pleurisy, colic pains, catarrh, deafness, cholera morbus, diarrhea, cramps, dysentery, scalds, etc."

Analysis by the federal chemists is reported to have shown that the article contained alcohol (46.3 per cent.), chloroform and morphin. Since the presence of none of these ingredients was declared on the label, although required by the Food and Drugs Act, the product was declared misbranded. In June, 1911, Bennett was fined $25 and costs.—[*Notice of Judgment No. 2106; issued March 27, 1913.*]

Breeden's Rheumatic Cure.—Shipped by Carroll C. Breeden, trading as the Breeden Medicine Co., Memphis, Tenn. Analysis showed the product to contain 12.6 per cent. alcohol, with potassium iodid, guaiac and probably extract of colchicum seed and colocynth. Falsely and fraudulently advertised. Fine, $25 and costs.—[*Notice of Judgment No. 5224; issued Feb. 21, 1918.*]

Casey's Rheumatic Cure.—In October, 1917, the John H. Casey Medicine Co. of Hillyard, Wash., shipped a quantity of "Casey's Rheumatic Cure—The Great Montana Remedy" which was misbranded. The Bureau of Chemistry analyzed this preparation and found it to consist essentially of a water-alcohol solution of potassium iodid, sugar and drug extractives carrying saponin (sarsaparilla indicated), emodin, volatile oil and resins. It was falsely and fraudulently represented as a cure for rheumatism, diseases of the blood and kidneys, Bright's disease and a remedy for stomach trouble, heart trouble, and impure blood. In addition to these fraudulent claims the amount of alcohol present was falsely given and it was falsely declared to be a "Purely Vegetable Compound, Contains No Mineral," when as a matter of fact it contained potassium iodid. In February, 1919, the John H. Casey Medicine Company pleaded guilty and was fined $25.—[*Notice of Judgment No. 6549; issued Dec. 29, 1919.*]

Cure of Pain, Coyle's Celebrated Liniment.—Shipped in June, 1913, by Allen F. McCord, trading as the Dr. A. Coyle Medicine Co., St. Louis. When analyzed by the Bureau of Chemistry it was found to be "essentially an alcoholic solution of camphor, turpentine, methyl salicylate, ammonia, oleoresin of capsicum, chloroform, a small amount of an unidentified alkaloid, and an unidentified volatile oil; hydrastis and myrrh indicated." As it was falsely and fraudulently represented as a "cure for rheumatism" and an effective remedy for pleurisy, cholera, paralysis, diphtheria and other ailments, it was declared misbranded and the court, on April 17, 1916, imposed a fine of $10 and costs.—[*Notice of Judgment No. 4859; issued Sept. 25, 1917.*]

Denn's Strong, Sure, Safe and Speedy Stomach, Liver, Kidney and Rheumatism Remedy.—Shipped by Henry Denn, trading as Denn's Rheumatic Cure

Co. Analysis showed alcohol, 8.2 per cent., over 50 per cent. of sugar, traces of glycerin, and indications of licorice and cascara sagrada. Falsely and fraudulently advertised. Fine, $50 and costs.—[*Notice of Judgment No. 5130; issued Jan. 29, 1918.*]

Elmore's R'eumatine Goutaline.—"Dr. D. M. Elmore's R'eumatine Goutaline" was put on the market by George Bayne, Bayonne, N. J., under the claim that it was a remedy for all rheumatic disorders and all forms of rheumatism and a remedy for all disorders of the kidneys, liver and bladder, besides being effective for curing malaria. The government chemists reported that the stuff was apparently a dilute tincture of colchicum. The claims made for it were declared false and fraudulent and applied wantonly and recklessly. George Bayne was fined $10.—[*Notice of Judgment No. 4374; issued June 20, 1917.*]

5 Drops.—This nostrum was put on the market by the Swanson Rheumatic Cure Co., Chicago. It was sold as a remedy for rheumatism, sciatica, asthma, hay fever, croup, la grippe, catarrh and malaria; as a preventive of germ diseases and as a cure for blood diseases, eczema, scrofula and gastric ulcer as well as a preventive of gallstones. The government chemists reported that analysis showed the stuff to consist of "a mixture of eucalyptol (or a eucalyptol-containing oil), camphor, safrol, terpineol and eugenol (or an oil containing those ingredients, such as camphor oil)." The government declared the curative claims to be false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $220 and costs.—[*Notice of Judgment No. 4372; issued Sept. 12, 1916.*]

Hale's Household Ointment.—H. O., F. S. and C. H. Kenyon, trading as Kenyon & Thomas Co., Adams, N. Y., shipped in interstate commerce a quantity of "Dr. Hale's Household Ointment" which the federal authorities declared was misbranded. Claims such as the following were made for this ointment:

"A Positive Specific for the Speedy and Permanent Cure of Rheumatism, Lame Back, Neuralgia . . . Sciatica . . . Eczema, Erysipelas . . . and all Scaly Eruptions . . . Scrofulous Ulcers, Piles . . . Croup . . ."

"It has cured catarrh where all other known remedies have failed."

"For ulceration of the Womb, Leucorrhoea . . . It is very soothing and healing and has effected remarkable cures."

The ointment was analyzed by the federal chemists who reported that it was "composed of vaseline and camphor with a small amount of aromatics resembling oil of thyme." The claims quoted above, and others of a similar nature, constituted misbranding in the opinion of the federal officials who charged that they were "false and fraudulent" and were made "knowingly and in reckless and wanton disregard of their truth or falsity." The defendants were fined $10.—[*Notice of Judgment No. 4093; issued Feb. 25, 1916.*]

Haynes' Arabian Balsam.—Lavinia A. Marsh, who traded under the name E. Morgan & Sons, Providence, R. I., manufactured this preparation which the federal authorities declared misbranded. It was sold under the claim that it was "the most perfect remedy ever known for . . . Erysipelas, Rheumatism . . . Piles . . . Croup. . . ." It was also recommended for deafness and diphtheria as well as for "loss of sight by Palsied Nerves." The federal chemists reported that the stuff appeared to be "a mixture of cottonseed oil, turpentine and oil of cumin." The claims were declared false

and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. The court imposed a fine of $20.—[*Notice of Judgment No. 4349; issued Aug. 8, 1916.*]

Jones' Break-Up.—According to the label, this nostrum "Positively cures Rheumatism, Sciatica, Neuralgia and Gout" besides being "one of the best Kidney Remedies on the market." A quantity of it was shipped in April, 1913, by the Jones Break-Up Co., New Egypt, N. J. When analyzed by the Bureau of Chemistry it was found to contain, among other ingredients, alcohol, 10 per cent., sodium salicylate, and small amounts of caffein, iodids and vegetable extractives. As the formula did not warrant such claims as "positively cures rheumatism," etc., the stuff was declared misbranded. The defendant company pleaded *non vult* but the court, on April 8, 1915, imposed a fine of $25.—[*Notice of Judgment No. 3980; issued Oct. 21, 1915.*]

Jones' Liniment.—Morris, L. J., and J. K. Spiegel, trading as Dr. M. Spiegel & Sons, Albany, N. Y., put on the market "Dr. Jones' Liniment," recommending it for corns, callouses, toothache, headache, backache, "rheumatism," neuralgia, frost bites, chilblains, sore throat, quinsy and various other conditions. The government chemists reported that analysis "showed it to be essentially a gasoline solution of oleoresin of capsicum, oil sassafras, methyl salicylate, and evidently, volatile oil of mustard." The therapeutic claims were declared to be false and fraudulent and made knowingly and in wanton and reckless disregard of their truth or falsity. The three Spiegels were fined $25, or $8.33 each.—[*Notice of Judgment No. 4138; issued April 19, 1916.*]

Kampfmueller's Rheumatic Remedy.—The Kampfmueller Rheumatic Remedy Co., Louisville, Ky., shipped in December, 1916, a quantity of "Kampfmueller's Rheumatic Remedy." The Bureau of Chemistry reported that this consisted essentially of potassium iodid, plant extractives, alcohol and water. It was falsely and fraudulently represented as a cure for arthritic rheumatism, articular rheumatism, inflammatory rheumatism, muscular rheumatism and rheumatic fever. In October, 1918, the company pleaded guilty and was fined $25. —[*Notice of Judgment No. 6684; issued March 29, 1920.*]

"Kuhn's Rheumatic Remedy."—A quantity of this preparation was shipped in November, 1916, by the Kuhn Remedy Company of Chicago. Samples analyzed by the federal chemists showed the product to be a water-alcohol solution containing essentially potassium iodid, iodin and sugar with indica-

tions of small amounts of plant material and aromatics. These findings essentially confirmed those of the state chemists of New Hampshire and North Dakota who reported on the stuff in 1914 and 1916, respectively. The preparation was declared misbranded in that it was falsely and fraudulently sold under the claim that it was a cure for all forms of rheumatism, neuralgia, blood

diseases, lumbago, etc., "when in truth and in fact it was not." It was also falsely and fraudulently represented as a preventive of organic heart troubles resulting from rheumatism. In June, 1918, the company pleaded guilty and was fined $200 and costs.—[*Notice of Judgment No. 6392; issued Sept. 8, 1919.*]

Locher's Renowned Rheumatic Remedy.—Locher & Wenger, Lancaster, Pa., exploited this nostrum "for the cure of all rheumatic complaints." A specimen shipped in March, 1913, and analyzed by the Bureau of Chemistry, was found to contain over 50 per cent. of alcohol, with amounts of colchicin, menthol and plant extractives. The curative claims made on the trade package were declared false and fraudulent and on June 18, 1915, the defendants were fined $20.—[*Notice of Judgment No. 4100; issued Feb. 25, 1916.*]

Mag-No Brand Liniment.—Leslie A. Knight, doing business as the Mag-No Company, St. Louis, Mo., was the defendant. Federal chemists reported that the liniment was "essentially an aqueous solution of ammonia flavored with sassafras oil and colored with a vegetable coloring matter." Sold as an effective remedy for Diphtheria, Rheumatism, Spavin, Scab in Sheep, etc. The claims were declared false and fraudulent. Defendant was fined $10 and costs. —[*Notice of Judgment No. 4176; issued April 29, 1916.*]

Minard's Liniment.—This preparation was manufactured by Minard's Liniment Manufacturing Co., South Framingham, Mass. The Bureau of Chemistry reported that the stuff was a thick, white emulsion containing ammonia, ammonium chlorid, turpentine, camphor and ammonia soap. It was sold as "the most effective external cure" for "rheumatism," pleurisy and "lung troubles" as well as a remedy for tonsillitis, quinsy and asthma. These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $50.—[*Notice of Judgment No. 4412; issued Oct. 16, 1916.*]

Muller's Famous Prescription.—This product was prepared by William H. Muller, Brooklyn, N. Y., and was sold as a cure for all forms of rheumatism, acute and chronic. The government chemists reported that it was essentially a solution of potassium iodid (5.6 grams per 100 c.c.) and colchicin (0.007 grain per fluid ounce) in cinnamon-flavored water. The therapeutic claims were declared false and fraudulent. Muller was fined $75.—[*Notice of Judgment No. 4506; issued Feb. 8, 1917.*]

Perkins' National Herbs Blood Purifier, Kidney and Liver Regulator.—Sold by National Herb Co., Washington, D. C. Analysis showed it to contain practically 40 per cent. sugar, 11 per cent. carbonate of lime, with a cathartic drug and strychnin present. Falsely and fraudulently advertised. Fine, $75. —[*Notice of Judgment No. 5175; issued Feb. 21, 1918.*]

Quickstep, Frye's Remedy.—Laura M. Frye of Lynn, Mass., trading as the Frye Remedy Company, shipped in interstate commerce a product called "Quickstep, Frye's Remedy." The preparation contained a number of false, fraudulent and misleading claims on the trade package. Some of these were:

"Cures Rheumatism, Headache, Constipation, Indigestion and Dyspepsia."
"Best Blood Purifier in the World and Leaves no injurious Effects."
"Cures when everything else fails."
"Prevents appendicitis by purifying the blood and keeping the bowels clear and clean."

The stuff was analyzed by the Bureau of Chemistry and the chemists reported that examination showed it to consist of:

Rochelle Salts.....99.81 per cent.
Granulated sugar, colored pink.

As Rochelle salts and pink sugar will not cure rheumatism or prevent appendicitis the federal authorities, very naturally, declared that the stuff was misbranded. Laura M. Frye entered a plea of *nolo contendere* "and the same was placed on file by the order of the court"!—[*Notice of Judgment No. 3692; issued June 15, 1915.*]

Radway's Ready Relief.—Radway's Ready Relief, put on the market by Radway & Co., New York, and admittedly containing 27 per cent. alcohol, was sold under such claims as:

"This remedy will relieve rheumatism, sore throat, pleurisy, pneumonia . . . headache . . . burns and scalds, spinal affections . . . fevers . . . dysentery . . . cholera . . . paralysis."

"Cholera. The relief is almost a specific in this terrible epidemic; if used in time, will save nearly every case."

"It acts as a preventive against the formation of concretions, gravel, or calculi . . ."

"Radway's Ready Relief . . . is a cure for Rheumatic . . . and Malarious Complaints."

A typical R. R. R. advertisement of the older style.

The preparation was analyzed in the Bureau of Chemistry which reported that it was essentially a watery alcoholic solution of oleoresin of capsicum (cayenne pepper), camphor and ammonia. The government officials charged that the product was misbranded in that the statements made regarding the curative effects were "false and fraudulent" and were applied "in disregard of their truth or falsity." The company was fined $50.—[*Notice of Judgment No. 3704; issued July 13, 1915.*]

Strange's Rheumatic Remedy.—Shipped by Howell M. Strange, Birmingham, Ala. Analysis showed the product to be, essentially, a mixture of baking soda and magnesium carbonate. Falsely and fraudulently advertised. Fine, $50.—[*Notice of Judgment No. 5028; issued Jan. 28, 1918.*]

Stuart's Specific Drops.—Joseph W. and Anna B. House sold "Dr. Stuart's Specific Drops" under the name Stuart Remedy Co., Detroit, Mich. Claims made for the nostrum were that it was a cure for rheumatism and a positive

specific for eczema and salt rheum and would drive all impurities out of the blood. The government chemists reported that the preparation was essentially a mixture of camphor, alcohol, mercuric iodid and turpentine. The curative claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The defendants were fined $50.—[*Notice of Judgment No. 4368; issued Sept. 12, 1916.*]

Universal Rheumatic Remedy.—This nostrum, also known as "Dr. Herndon's Gypsy's Gift Rheumatic Remedy," was put out by the Read Drug & Chemical Co., Baltimore. A consignment of the stuff, shipped in January, 1913, was analyzed by the Bureau of Chemistry and found to contain 34.7 per cent. of alcohol, with amounts of potassium iodid, colchicin, fat, resin, and reducing sugar. Among the claims made for it were, "A remedy for rheumatism in all its forms," and "The guaranteed remedy for rheumatism," which claims the court declared false and fraudulent. In March, 1913, the defendant having pleaded *nolo contendere*, was fined $50.—[*Notice of Judgment No. 3975; issued July 13, 1915.*]

Walker's Rheumatism Remedy.—If one were to believe the label, this nostrum: "Removes Rheumatism, Lumbago, Sciatica, Gout, Gallstones, Nervous Prostration, Epileptic Fits, St. Vitus Dance, Cancer, Heart Disease, Pleurisy, Appendicitis, Dyspepsia, Female Weakness . . ." A consignment of the stuff shipped in December, 1912, was analyzed by the Bureau of Chemistry and found to contain a small amount of alcohol, baking soda, emodin (laxative drugs) and carbonates. The claims made for the nostrum were declared to be false and fraudulent and accordingly misbranded. On June 4, 1915, the defendant, Sarah A. McDonald, trading as the Walker Medicine Co., St. Paul, Minn., was fined $5.—[*Notice of Judgment No. 4130; issued April 19, 1916.*]

Wright's Rheumatic Remedy.—The Wright Medicine Company, Peru, Ind., made this preparation which, according to government chemists, was an emulsion composed principally of turpentine, methyl salicylate, sugar, acacia, and water, with probably some resinous or plant extractive matter. It was sold under the claims that it was an effective remedy for gallstones and a specific remedy for kidney and bladder troubles. These claims were characterized by the government as false and fraudulent and made knowingly and in reckless and wanton disregard of their truth or falsity. The company was fined $50 and costs.—[*Notice of Judgment No. 4398; issued Sept. 12, 1916.*]

"TONICS," "BITTERS," ETC.

HOSTETTER'S BITTERS

"Hostetter's Celebrated Stomach Bitters" contains 25 per cent. alcohol. So far as is shown by a careful investigation made by the Association's laboratory, the amount of this nostrum that can be taken is limited only by the individual's capacity for alcohol! The label, as the law requires, declares the presence of 25 per cent. alcohol; that is, "Hostetter's Bitters" is one half the strength of "straight" whisky. The recommended daily dose is six tablespoonfuls (3 ounces). This means that a person taking Hostetter's Bitters—strictly accord-

SOME ALCOHOL EQUIVALENTS
HOSTETTER'S BITTERS CONTAINS 25% ALCOHOL, THE DAILY DOSE RECOMMENDED IS SIX TABLESPOONFULS OR THREE OUNCES!
The Daily Dose of Hostetter's Bitters contains as much Alcohol as does the Beer in these bottles or the "Straight" Whiskey in this glass.
(ALCOHOL, 25%) (CONTENTS, 18 OZ.)
(SIX TABLESPOONFULS) (CONTENTS, 3 OZ.)
(ALCOHOL, 50%) (CONTENTS, 1½ OZ.)
(ALCOHOL, 3½%) (CONTENTS, 21½ OZ.)

Miniature reproduction of one of the educational posters prepared by the Propaganda Department of THE JOURNAL. In the originals, which measure 22 by 28 inches, the bottles and glass are reproduced natural size.

ing to directions—gets as much alcohol daily as would be obtained from nearly two bottles of beer (alcohol strength 3½ per cent. by volume) or from 1½ ounces of "straight" whisky.

The alcohol content of Hostetter's Bitters seems to have been a variable quantity. As long ago as 1878 the question of the beverage use of this nostrum in Alaska was under consideration by the Internal Revenue Department. A letter from the Commissioner of Internal Revenue at that time stated that Hostetter's Bitters was sometimes sold by the glass by retail liquor dealers and also sold "by the drink" in saloons in Sitka. In January, 1883, the Treasury Department notified the Collector of Customs at Sitka that, in its opinion, Hostetter's Bitters "should be excluded from Alaska under the executive order of Feb. 4, 1870, forbidding the importation of distilled spirits into that territory."

In THE JOURNAL of Sept. 8, 1883, there was published in full a long communication from the Office of Internal Revenue addressed to the manufacturers of Hostetter's Bitters, in a reply to their question as to whether or not it was necessary for the retailers of the "Bitters" to take out a special license for its sale. The Internal Revenue officials declared that a chemist in the Department of Agriculture had analyzed Hostetter's Bitters and had reported finding 32 per cent. alcohol—whether by weight or volume was not stated—64 per cent. water and 4 per cent. of extracts. The chemist reported further that the stuff was "flavored with various essential oils, as oil of anise, coriander, etc., and contains some vegetable bitters, such as gentian, cinchona, etc." The chemist very naturally declared that Hostetter's Bitters contained much more alcohol than was necessary to hold the other ingredients in solution. Commenting on this analysis, the Commissioner of Internal Revenue said:

"Containing as it does, no deleterious drugs and only 4 per cent. of anything like a drug, I should probably be entirely justified in deciding outright that one who sells it for any purpose is a retail liquor dealer. . . ."

The Commissioner admitted, however, that the case was complicated by the fact that for many years the government had "classified the preparation as a proprietary medicine and collected stamp tax upon it." As a result, the Commissioner said that he would not decide at that time whether in the abstract Hostetter's Bitters was a medicine or not. For, said he:

"Should I hold it to be a medicine, I should probably do violence to an almost irresistible tendency of the mind to conclude that no genuine medicine needs so much whisky and so few drugs in it, unless under very unusual circumstances. On the other hand, should I decide that it is no medicine at all, I would be confronted by a ten-years' *quasi* recognition by this office to the contrary, as well as by the practice of many people who use it as such."

The upshot of this case was that the Commissioner decided to "let the use give character to it"; when the stuff was, apparently, sold as a *bona fide* medicine no action would be taken; when it was sold to be drunk as an intoxicating beverage the seller would be taxed accordingly. The Commissioner's letter closed with the statement:

"This seems to me to be the true rule, and an article containing so little that is even nominally medicinal as yours does ought and will be subject to very close scrutiny as to its use."

In 1906, the state chemists of North Dakota reported that their analysis showed Hostetter's Bitters to contain 43 per cent. of alcohol by volume, with only 4½ per cent. of total solids, and the chemists reported that the principal portion of the total solids was sugar.

In 1907, after the Food and Drugs Act went into force, and the amount of alcohol had to be declared on the label, Hostetter's Bitters for a time contained 39 per cent. alcohol, the label reading in part:

"Averaging thirty-nine per cent. of alcohol by volume in finished product, being only sufficient to hold in solution the extracted medicinal properties of barks, roots, herbs and seeds contained therein."

Later, the amount of alcohol was reduced to 25 per cent. and the labels were changed to read, as they read today:

"Averaging twenty-five per cent. of alcohol by volume in finished product, being only sufficient to hold in solution the extracted medicinal properties of barks, roots, herbs and seeds contained therein."

In 1914, the state chemists of Connecticut analyzed the nostrum and reported finding nearly 25 per cent. of alcohol, a small amount of quinin and about 4½ per cent. of solids "all but 0.8 per cent. of which is sugar."

The kind and quantities of drugs (other than alcohol) in Hostetter's Bitters have, so far as we know, never been divulged, to the consumers at least, by the manufacturers. Formulas purporting to represent the composition of this nostrum had variously given, as some of the ingredients, gentian root, blessed thistle, cinchona bark, calamus root, colombo root, orange peel, rhubarb, cinnamon and cloves.

In April, 1920, the Association's laboratory completed an analysis of Hostetter's Bitters. The essential part of the report follows:

LABORATORY REPORT

"The specimen of Hostetter's Stomach Bitters examined was a pale amber-colored liquid having a bitter taste, a neutral reaction and an odor resembling a mixture of anise and orange flavors. The label declared the presence of 25 per cent. of alcohol but gave no further information concerning the composition of the preparation. The preparation is described, among other things, as 'a corrective and mild cathartic.' Alcohol was determined and 24.72 per cent. by volume was found. On evaporation the preparation gave 4.8 gm. of residue per 100 c.c. of which about 80 per cent. was cane sugar. The ash amounted to about 0.045 gm. per 100 c.c. The small percentage of ash excluded the presence in medicinal quantities of such purgative salts as magnesium citrate, magnesium sulphate and potassium sodium tartrate. Extraction of the faintly acidified solution with ether gave 0.023 gm. of ether extract per 100 c.c. This residue was of a pale greenish color and had a bitter taste suggestive of gentian. No active medicinal substances could be identified in this residue.

"The ether extract from 100 c.c. of the preparation was mixed with milk sugar and swallowed by a healthy man without producing any symptoms. This demonstrated the absence of appreciable amounts of podophyllum, scammony and jalap.

"Iodids, bromids, heavy metals, emodin-bearing (laxative) drugs, and phenolphthalein were absent. Traces of tannin were found. A mixture of alkaloids was present in which quinin and cinchonidin were identified. This, together with the occurrence of tannin, suggested the probable presence in Hostetter's Stomach Bitters of extractives from cinchona. The total alkaloids amounted to 0.167 gm. per 100 c.c. or about ¾ grain per fluid ounce. With the exceptions of the alcohol and the cinchona alkaloids no other physiologically active ingredient was found.

"Six fluid ounces of the preparation (6 doses) were dealcoholized, the solution evaporated, the residue mixed with milk sugar, the mixture placed in capsules and the capsules swallowed at one dose by a healthy man. No effects were noted.

"From the results of the examination it is evident that alcohol is by far the most active ingredient in Hostetter's Stomach Bitters. The preparation is probably a hydroalcoholic extract of small quantities of cinchona and possibly small amounts of other relatively inactive drugs. The analysis failed to reveal the presence of any drugs in quantities which would prevent the preparation being used as a beverage."

It is obvious from the analysis just given that, as stated at the outset of this article, the use of Hostetter's Bitters as a beverage is, apparently, limited only by the individual's tolerance for alcohol. One point is worth attention: Hostetter's Stomach Bitters has for a good many years been recommended for malaria among numerous other conditions. The A. M. A. chemists found small quantities of quinin and cinchonidin present. In order to get a daily dose of

quinin equal to 15 grains, the minimum amount the Pharmacopeia recommends as an antimalarial, it would be necessary to take nearly twenty ounces of Hostetter's Bitters daily. This would necessitate swallowing an amount of alcohol equivalent to about 10 ounces daily of "straight" whisky.

Many of our readers will remember THE JOURNAL'S reference to an episode that occurred three years ago. The Baltimore *Sun* of Feb. 24, 1917, carried a news item from Danville, Va., to the effect that the police in that town had had to deal with a large number of "drunks" each of whom admitted that he became intoxicated on "a certain proprietary medicine which contains 25 per cent. alcohol." A telegram from THE JOURNAL to the Chief of Police of Danville asking for the name of the proprietary medicine in question, brought the laconic reply "Hostetter's Bitters."

During the recent past several nostrums of the alcohol type have markedly modified their formulas. "Vinol," which used to contain 18 per cent. alcohol, now contains 10 per cent. "Manola," which used to contain 18 per cent., now contains 15 per cent.; "Peruna," which long contained 20 per cent. alcohol, now contains 12. "Wine of Cardui," which also for years contained what the manufacturers declared was the irreducible minimum of 20 per cent., now contains 10. "Warner's Safe Cure," put out by a concern that used to be what was practically a subsidiary company to a distilling concern, for years had 15.5 per cent. alcohol; it is now nonalcoholic. The motives that brought about these changes are unimportant; the facts are the vital elements. Whether some of these manufacturers have received hints from the Internal Revenue Department, whether the increased cost of alcohol or whether both have been responsible for the modifications, we do not know.

Whatever may have been the cause, or causes, of the changes in the case of the products just mentioned, they do not seem to have operated in the case of Hostetter's Bitters. To this fact we respectfully direct the attention of the Internal Revenue Department.—*(Modified from The Journal A. M. A., May 29, 1920.)*

THE KENNEDY'S TONIC PORT CASE

When the sale of alcoholics is prohibited in a given territory, it is a notorious fact that the exploiters of those "patent medicines" whose chief and most active ingredient is alcohol, are not slow to avail themselves of the opportunity that presents itself of selling their wares to those who would use them for other than medicinal purposes. Nor is it strange that men who have previously been engaged in the liquor business, but whose business has been destroyed by prohibitory legislation, should seek to cater to their erstwhile customers by marketing liquor camouflaged as "patent medicines." Before the Dominion of Canada went "dry" some of the Canadian provinces had already enacted legislation of that type. Saskatchewan was one of them. Out of that provincial act and its aftermath, came the interesting Kennedy's Tonic Port Case.

Kennedy's Tonic Port was booze, sold as "patent medicine." Its conflict with the law came when a bottle of the preparation was sold at a Regina drug store in November, 1917. The Saskatchewan authorities proceeded against this concern and the drug store proprietors were convicted in March, 1918, and fined $100; they thereupon appealed the case on the ground that, as they had been registered under the "Patent Medicine Act" of the Dominion government, they were thereby relieved of the necessity of complying with any provincial law, relative to the sale of "patent medicines." The judge, before whom the appeal was heard, decided against the drug concern, dismissed the appeal and amended the conviction by penalizing the drug store $500 instead of the original $100.

The opinion handed down by Judge Taylor of the King's Bench, before whom the appeal was tried, is an interesting document in "patent medicine" litigation, as the excerpts about to be given will show. After briefly stating the facts regarding the original conviction, and showing that the evidence established not only that a bottle of Kennedy's Tonic Port had been sold as charged but that the drug store was in the active business of selling this preparation, having, in fact, disposed of almost 700 bottles in a few months, Judge Taylor continued:

"The tonic port is a product or invention of one Joseph Kennedy. He claims to be a graduate of the British Society of Chemical Industry, and to be an expert in alcoholic chemistry. As he put it, he has spent most of a lifetime using alcohol as a solvent. For a period of eighteen months, whilst the system of the licensing and sale of intoxicating liquor prevailed in Saskatchewan he was a hotel proprietor and licensee. The formula for the tonic port was, he says, conceived by him about twenty years ago, and was then put on the market by his then employers, whom he stated were a prominent manufacturing firm in the United States, under the name of 'Vitalito,' and it would appear that after the abolition of license in Saskatchewan he conceived the idea of placing this so-called tonic port on the market in Western Canada."

Of the composition of Kennedy's Tonic Port, it was admitted that the base of the preparation was ordinary port wine, to which Kennedy added a mixture which Judge Taylor said "might be termed a medical salad." Hyssop, dittany, Peruvian bark, orange peel, anise, coriander seed, gentian, yarrow, nutmeg, thyme, rose leaves—these were but some of the ingredients that were alleged to have been added, in quantities not disclosed, to the port wine. The amount of alcohol, however, was not unknown; it comprised about 16 per cent. by volume. The dose was a wineglassful, "equally efficacious before or after meals." The judge continued:

"As a medical salad this combination might be in great demand. The manufacturer says that it is a palatable mixture. No doubt every taste and palate should be tickled by the many different flavors. If it abhor the thyme for instance, it may find solace in the yarrow. Coriander seed would be delightfully reminiscent of home cooking, the esthetic will recognize the rose leaves. These and the six or more other ingredients in the above list added for their distinctive flavoring virtues and delightful aroma must indeed be designed to satisfy every demand. From cinchona and Peruvian bark, quinin is extracted and the manufacturer suggests that this and the gentian are valuable ingredients as cures for alcoholism. Thus there is a touch of philanthropy, though well concealed, in the salad. . . ."

"The method of manufacture, so far as the manufacturer cares to disclose the valuable secret, would not appear to interfere with the medicinal properties at least of the port wine, into which the combination is added by a method of solution into the alcohol constituent of the wine. It is still port wine, plus something indefinable. The color is that of port wine. One expert on the use of intoxicating liquors said that it tasted to him like ordinary port wine to which had been added a dash of a famous brand of 'bitters.' A number of witnesses who, in the interest of science for the most part, consumed on different occasions from a half to a whole quart bottle at what counsel termed 'a sitting,' deposed that it had a distinctly pleasing taste and produced that feeling of exhilaration which prior to the temperance legislation was recognized as intoxication. As to the aroma, the scientific tests made by counsel in the court room in his efforts to convince the provincial analyst that certain of the exhibits were not in a state of perfect preservation, convince the court that at least in that stage the aroma was strongly reminiscent of a busy barroom."

Of course the manufacturer claimed that his "tonic port" had valuable medicinal properties and was incapable of being used as a beverage. He

admitted that in 1917, the year in which Saskatchewan went "dry," the sales aggregated between $40,000 and $60,000, at the wholesale price of 75 cents a bottle. Moreover, like most "patent medicine" makers, he was able to produce at least one doctor who testified in his behalf that he had prescribed Kennedy's mixture as a "tonic." Said the judge, further:

"There is some dispute on the evidence as to whether or not there is so much quinin in the mixture that the use of it in doses beyond that prescribed on the label would be or would not be dangerous. A number of reputable witnesses swore that they consumed from half to almost a whole bottle without feeling any effects of quinin, and with the result obtainable ordinarily from drinking port wine. It is to be noted that on the label it is suggested that the use of this tonic port wine produces 'a feeling of buoyancy only attributable to perfect health.' I cannot conceive that any sober-minded person suffering from any known ailment and knowing the contents of the mixture and that it contained the list of drugs which I have enumerated, would take it. It may be that the manufacturer has in some way neutralized in the mixture the effect of the different drugs contained in it. To me it seems that it is simply port wine, plus an obnoxious mixture, and I cannot overlook the fact that the secret of its manufacture lay dormant in Kennedy's mind until the abolition of the license system, and that the time was then most opportune for its manufacture, and I have no hesitation in holding that the purpose in the manufacture is simply to have put on the market port wine available for purchase without a medical prescription and to circumvent the different provincial enactments preventing the sale of intoxicating liquor. The claim that it cannot be used as a beverage is absolutely refuted in the testimony, and in the quantity sold. . . ."

"On the facts I cannot find that it contains sufficient medication or any treatment to prevent its use as an alcoholic beverage. In fact, my view is that it would have little or no sale except as an alcoholic beverage."—(*From The Journal A. M. A., Nov. 23, 1918.*)

LYKO

In the latter months of last year the attention of THE JOURNAL was called to a heavy advertising campaign of the nostrum "Lyko," put out by the Lyko Medicine Company of Kansas City, Mo. Large display newspaper advertisements, from full page down, heralded this preparation as "The Great General Tonic" and offered a free sample bottle "to any one who asks for it." Among the inquiries that came in to THE JOURNAL was one from a member of the medical corps at Fort Sam Houston, Texas, who wrote:

"It is requested that you tell us through your correspondence column, or by letter, the contents by analysis, of Lyko. It has been claimed that soldiers are using this as a beverage. The label on the bottle shows 23 per cent. alcohol. Can it be used in larger quantities than the dose shown on the bottle, and thus become a beverage?"

A few weeks later a county health officer in Tennessee wrote:

"I am sending you by express a bottle of Lyko, a preparation that is sold in this country, advertised as a great medicine, but used almost exclusively for drinking purposes. Will you please make an analysis and let me have your opinion?"

While Lyko was being advertised from the Pacific coast to Arkansas, Iowa and Texas, we did not find it on sale in Chicago—possibly because Chicago is not quite as arid as some of the other spots mentioned. We, therefore, asked the Tennessee physician to obtain some additional bottles of Lyko in order that the Association's chemical laboratory might analyze the stuff. The doctor was not able to send the extra bottles immediately because, as he wrote, "owing

to the heavy sales of Lyko at this place the stores were out of the decoction at the time of your request." Finally, the stuff came and was turned over to the chemical laboratory.

While the analytical work was in progress an attempt was made to find out something about the Lyko Medicine Company. From what was learned it appears that the company was originally incorporated under the Missouri laws in February, 1918, with a nominal capital stock of $10,000. The incorporators were three individuals who it is claimed are, or were employees of the S. Hirsch Distilling Company, Kansas City, Mo. In December, 1919, the Lyko Medicine Company was reincorporated under the Delaware laws with an authorized capital stock of a million dollars, all common stock.

The names of the three incorporators of the new company are of little importance. They comprise (1) a Dover attorney who is in charge of the local office of a New York company that makes a business of organizing corporations and acting as their local registered agents, (2) the stenographer of this attorney and (3) a man who used to be a clerk but is at present acting as a state detective.

Another Sleepless Night?
LYKO
The Great General Tonic
The Choice Prizes of Life Are Won By the Healthy and Strong
LYKO
The Great General Tonic
Ten Years Younger Than His Years
LYKO
The Great General Tonic

Reproductions (reduced greatly) of some of the smaller Lyko advertisements.

The officers of the Lyko Medicine Company under its new administration seem to be: Clarence A. Hirsch, President and Treasurer, Simon Hirsch, Vice-president, and A. H. Johnson, Secretary. According to the 1920 Kansas City telephone directory, the Lyko Medicine Company is located at 415 Delaware St., Kansas City, Mo., and its telephone number is Main 1830. The same directory gives a similar address and the same telephone number for the S. Hirsch Distilling Company.

What is Lyko? First, let the Lyko Medicine Company speak:

"The demand for a preparation of the character and nature of 'LYKO' is almost universal."

"It tends to stimulate the appetite, tone up the digestive organs and put them in condition to assimilate the nourishing properties of the food taken into the stomach.

"In addition to the unusual tonic value of 'LYKO,' it possesses splendid laxative qualities."

These claims, taken from a circular that comes in the trade package and subject to the restrictions of the National Food and Drugs Act, are comparatively conservative. The same circular professes to discuss "a few of the more important ingredients of which 'Lyko' is composed" and mentions caffein, kola, phenolphthalein and cascara sagrada. For some reason the circular does not

discuss the most powerful ingredient in Lyko, alcohol, although the trade package, in accordance with the law, admits the presence of 23 per cent. of this drug.

The newspaper advertisements, not being subject to the penalties of the Food and Drugs Act, are more outspoken. For instance:

"Nothing will restore your strength, renew your health and revive your spirits like this master body builder."

"It reconstructs the decaying tissues . . ."

"This wonderful tonic will bring to you the physical vim and the mental keenness of perfect health—the capacity to do and to dare."

"It enriches the blood, restores worn-out tissues, soothes jangling and overwrought nerves, induces sound refreshing sleep, sharpens the appetite, tones up the digestion—in short, will put new life, new vigor and new vim in every fibre of your body."

"It relieves brain fag and physical exhaustion; builds up the nerves, strengthens the muscles; corrects digestive disorders and rehabilitates generally the weak, irritable and worn out."

Of course, if these claims were made in the trade package they would, undoubtedly, lay the Lyko Medicine Company open to prosecution by the federal authorities for misbranding. But they are not made on the trade package, and lying in newspaper advertisements is still fairly safe. So much for what the manufacturers have to say about Lyko. Here is the report from the Chemical Laboratory of the American Medical Association:

LABORATORY REPORT

The specimen of Lyko examined was a dark red, turbid, almost odorless, liquid having a sweet taste and a neutral reaction to litmus. Ammonium salts, benzoates, citrates, bromids, iodids, heavy metals, salicylates and the purgative salts, such as magnesium sulphate and sodium phosphate, were absent, as were also bitter drugs, such as gentian and columbo.

In the circular, which forms part of the trade package, the preparation is claimed to contain kola, cascara, caffein, phenolphthalein and "other ingredients" of "probable equal value." Possibly the "other ingredients" include the 23 per cent. of alcohol, the presence of which is admitted on the label.

Caffein, phenolphthalein, and extractives from an emodin-bearing (laxative) drug, probably debitterized cascara, each in small amounts, were present. Sucrose (cane sugar) was present. The presence of kola extractives was not demonstrated although, as already stated, caffein, the chief medicinal constituent of kola, was found. Glycyrrhiza (licorice) extractives were absent. No other medicinally active substance except alcohol was found.

Alcohol was determined, 22.17 per cent. by volume being found. This agrees substantially with the declaration on the label. The solids amounted to 10.1 gm. per 100 c.c., of which about 77 per cent. was sucrose (cane sugar). The determination of the caffein showed 0.1847 gm. of the dried alkaloid per 100 c.c. or about $^{85}/_{100}$ grain per fluid ounce.

After removal of the caffein the residual solution was acidified and shaken with ether. The ether extract amounted to 0.0724 gm. per 100 c.c., or about ⅓ grain per fluid ounce. Since the ether extract contains all of the phenolphthalein, as well as the emodin-like substances originally present in the mixture, it is apparent that the preparation is not very potently medicated. The relative proportions in which the phenolphthalein and cascara extractives are present is not very material since the total is so small.

That the chief active constituent in Lyko is alcohol is shown by the fact that a fluid ounce (one maximum recommended dose) of the preparation, after being dealcoholized, produced no effect after being swallowed by a healthy man. When three fluid ounces of the preparation (three doses) were dealcoholized and the residue taken, the effect was negative or possibly slightly laxative. A quantity of the dealcoholized material, equivalent to 5 fluid ounces (five doses) of the original preparation was taken at one dose; a laxative effect was observed but this was very moderate. Five ounces of Lyko are equivalent in alcoholic content to 2¼ ounces of whisky.

The examination, therefore, indicates that Lyko is essentially a sweetened solution containing about 22.2 per cent. of alcohol together with insignificant amounts of caffein, cascara extractives and phenolphthalein. There is no evidence to show that the product is sufficiently medicated to prevent its being used as a beverage.

The chemists' report makes plain the commercial shrewdness shown by the manufacturers in introducing their stuff by the free sample bottle route:

"We want you to try it at our expense because one trial will tell you more than all we can say."

The directions for taking Lyko call for "One to two tablespoonfuls, with or without water, before each meal and upon retiring." The person taking two tablespoonfuls of Lyko four times a day, in accordance with these directions, would be getting the daily alcohol equivalent of over two bottles of beer (3½ per cent. alcohol) or of nearly 2 ounces of whisky. No wonder:

"It opens up wonderful visions of the future to the down-cast, weary-laden souls depressed in spirit and body."

To all of which the attention of the Internal Revenue Department is respectfully directed.—(*From The Journal A. M. A., Sept. 11, 1920.*)

BRIEFER PARAGRAPHS

Allan's Compound Extract of Damiana.—In 1910 the Allan-Pfeiffer Chemical Company, St. Louis, shipped from Missouri to Illinois a product labeled: "Allan's Compound Extract of Damiana, with Saw Palmetto, Alcohol, 27½ per cent." Some of the claims made for this stuff were:

"The Great Sexual Tonic Nerve and Brain Remedy."
"For Lost Manhood . . . Weak Memory, Exhausted Vitality, Errors of Youth."

While the name and description of the preparation gave the purchaser the impression that it consisted essentially of extract of damiana with saw palmetto, the government chemists reported that "in fact it consisted of numerous other ingredients and substances." Moreover, although it was so labeled as to convey the impression that it was a sexual tonic and possessed aphrodisiac properties, it had, said the chemists, "no such properties." It was therefore declared misbranded on both counts. In March, 1912, the company was fined $10 and costs.—[*Notice of Judgment No. 1560; issued Aug. 21, 1912.*]

Bavarian Malt Extract.—A quantity of so-called Bavarian Malt Extract was shipped by the Kansas City Breweries Company from Kansas City, Missouri, to Nebraska. In addition to the name, "Bavarian Malt Extract," the label contained these claims:

"An unequalled health giving medical tonic."
"An excellent recuperant for weak physical energy, with the nourishing qualities of a pure extract of Malt and Hops."

Analysis by the government chemists showed that the preparation was misbranded, since instead of being a malt extract as claimed, it was essentially beer, containing 5.8 per cent. alcohol. The government further declared the stuff misbranded in that it led the purchaser to believe he was buying a foreign-made product, when as a matter of fact "Bavarian Malt Extract" was made at Kansas City, Mo. The company was fined $100 and costs.—[*Notice of Judgment No. 2258; issued April 30, 1913.*]

Beef, Wine and Coca.—Warren Sutliff, G. W. Case, J. Weinkauff and Ensley J. Case, who did business under the firm name of Sutliff, Case & Co., Peoria,

Illinois, shipped in interstate commerce a quantity of so-called beef, wine and coca. According to the label, the product contained alcohol, 15 per cent. and cocain ⅕ of a grain to each fluid ounce. When analyzed by the government chemists, the stuff was found to contain not 15 per cent of alcohol, but 23.75 per cent. It was accordingly declared misbranded. The defendants were fined $10 and costs.—[*Notice of Judgment No. 2213; issued April 16, 1913.*]

California Tuna Tonic Tablets.—These tablets were shipped in interstate commerce by the California Good Health Co. of Louisville, Ky. When analyzed by the government chemists they were found to be coated pills containing essentially iron carbonate with a small quantity of nux vomica alkaloids (strychnin, etc.). In the circular around the bottle it was claimed that these pills were a remedy for nervous prostration, spinal affections, rheumatism, partial paralysis, insanity, consumption, leucorrhea, *la grippe* and all diseases of the nervous system. It was on a basis of these preposterous falsehoods that the government declared the pills falsely and fraudulently advertised. The company was fined $25.—[*Notice of Judgment No. 4926; issued Oct. 17, 1917.*]

Gray's Glycerine Tonic.—On Aug. 5, 1914, the United States officials filed in the District Court of the United States two libels for the seizure and condemnation of twenty-four cases each containing one dozen bottles of "Gray's Glycerine Tonic Compound." Twelve of these cases had been shipped by the Purdue Frederick Co., manufacturers of Gray's Glycerine Tonic to C. B. Smith and Company, Newark, N. J.; the other twelve cases had been shipped to Roeber and Keubler Company, Newark, N. J. The libel charged that the preparation was misbranded in violation of the Food and Drugs Act, as amended.

Some of the claims made on the labels and circulars around the bottles were:

"It is especially efficient in diseases of the chest and throat and in cases where cod liver oil is not tolerated. In anemia, melancholia, its beneficial effects are noticed almost immediately."

". . . by virtue of the selective restorative influence of its ingredients upon the stomach all the functions of this organ are reestablished; appetite is created, digestive powers are restored, and assimilation of food—to replace waste of flesh and strength—is assured."

". . . an effective, reliable tonic in nervous exhaustion, general debility, impoverished conditions of the blood and nervous system, Bright's disease, diabetes, diseases of the liver, disorders of the urinary organs, etc.."

"In tuberculosis of the lungs (consumption) Gray's Glycerine Tonic Comp. is one of the best remedies."

"It always agrees with the stomach and enables the patient to eat, digest and assimilate food; it causes an increase in flesh and strength."

"It is unequalled as a tonic for the vocal organs. It 'clears the throat' and renders the voice clear and resonant. It is endorsed and used by leading singers and speakers."

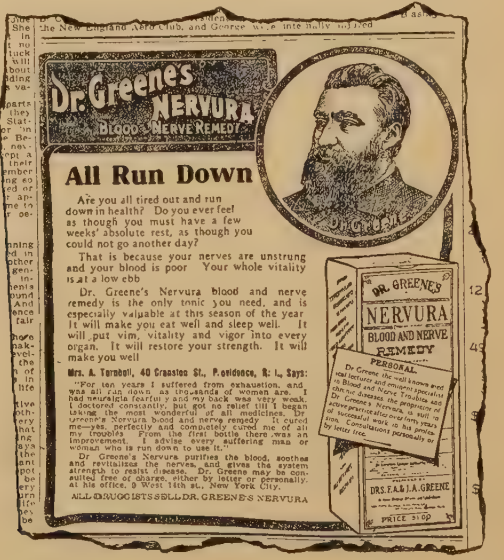
"Dyspepsia manifested by loss of appetite, inability to digest food, uneasiness and distress after eating, nausea, belching, water-brash, heartburn, vomiting, etc.; it promptly relieves these symptoms and effects a complete cure."

These are by no means all of the absurd claims made for this nostrum as set forth in the government bulletin; they are, however, typical. The federal authorities declared the stuff misbranded on the ground that, as Gray's Glycerine Tonic "did not have the curative and therapeutic effect claimed," the statements made on the label and circulars "were false, fraudulent and misleading."

On Oct. 19, 1914, the two claimants, C. B. Smith & Co., and Roeber & Keubler Co., having consented to a decree, judgment of condemnation and forfeiture was entered, and the court ordered that the product should be delivered to claimants on their payment of the costs of the proceedings, after each had given a bond in the sum of $250.—[*Notices of Judgment Nos. 3680 and 3681; issued June 15, 1915.*]

Greene's Nervura.—F. A. and J. A. Greene, trading as Drs. F. A. and J. A. Greene, Boston, shipped in interstate commerce a quantity of "Dr. Greene's Nervura" which the government declared misbranded. It was sold under such claims as:

"For Nervousness, Nervous Debility, Weakness, Poor Blood, Kidney and Liver Complaints, Rheumatism, Neuralgia, Female Weakness, Malaria, Chills and Fever, Exhausted Nervous Vitality, Nervous Prostration, Sleeplessness, Despondency, Mental Depression, Hysteria, Paralysis, Numbness, Trembling, Pains in the side and back, Apoplexy, Epileptic Fits, St. Vitus Dance, Palpitation, Nervous and Sick Headache, Dyspepsia, Indigestion, Loss of Appetite, Constipation, and all Affections of The Nervous System."


Dr. Greene's
NERVURA
BLOOD & NERVE REMEDY
All Run Down
Are you all tired out and run down in health? Do you ever feel as though you must have a few weeks' absolute rest, as though you could not go another day?
That is because your nerves are unstrung and your blood is poor. Your whole vitality is at a low ebb.
Dr. Greene's Nervura blood and nerve remedy is the only tonic you need, and is especially valuable at this season of the year. It will make you eat well and sleep well. It will put vim, vitality and vigor into every organ. It will restore your strength. It will make you well
Mrs. A. Turnbull, 40 Cranston St., Providence, R. I., Says:
"For ten years I suffered from exhaustion, and was all run down, as thousands of women are. I had neuralgia fearfully and my back was very weak. I doctored constantly, but got no relief till I began taking the most wonderful of all medicines, Dr. Greene's Nervura blood and nerve remedy. It cured me—yes, perfectly and completely cured me of all my troubles. From the first bottle there was an improvement. I advise every suffering man or woman who is run down to use it."
Dr. Greene's Nervura purifies the blood, soothes and revitalizes the nerves, and gives the system strength to resist disease. Dr. Greene may be consulted free of charge, either by letter or personally, at his office, 9 West 14th st., New York City.
ALL DRUGGISTS SELL DR. GREENE'S NERVURA
DR. GREENE'S
NERVURA
BLOOD AND NERVE
REMEDY
PERSONAL
DRS. F. A. & J. A. GREENE
PRICE $1.00

The government chemists reported that analysis showed the stuff to contain 18 per cent. of alcohol, while celery, ginger and other unidentified vegetable material were indicated. Charges of falsehood and fraud in the therapeutic claims were brought by the government and Frank A. and Jarad A. Greene were each fined $25.—[*Notice of Judgment No. 4149; issued April 19, 1916.*]

Hamburg Stomach Bitters.—In May, 1912, the Weideman Co. of Cleveland was charged with shipping in 1910 from Ohio to Missouri a quantity of bitters which were misbranded. The product was labeled:

"Hamburg Stomach Bitters . . . 35 per cent. Alcoholic strength . . ."

A sample was analyzed by the Bureau of Chemistry and the chemists reported that the product "consisted of a sweetened water and alcoholic liquor flavored with a small amount of flavoring material and colored with caramel." Misbranding was alleged because of excess of alcohol above amount acknowledged on the label, and because the name "Hamburg," on the label, gave the impression that the stuff was of foreign manufacture, which it was not. The company pleaded *nolo contendere* and the court, while assessing fines in other, and simultaneous, cases of violation of the act, to which the company pleaded guilty, seems to have relieved them of any punishment for this offense.—[*Notice of Judgment No. 2094; issued March 27, 1913.*]

Kaufmann's Sulphur Bitters.—This preparation was marketed by A. P. Ordway & Co. of New York which was the trade name of Aaron P. Ordway. According to the label, the product has the following formula:

"Sublimed Sulphur (triturated), 2 gr. Gentianae Radix 31 gr. Prunus Virginiana 31 gr. Aloe Socotrina 19 gr. Eupatorium 16 gr. Tanacetum 6 gr. Balmony 16 gr. Podophyllum 140 gr. Senna Indica 140 gr. Calamus 31 gr. Aqua Pura Q. S. 10½ oz. Alcohol Absolutum 22.30 per cent."

It was sold under the claim that it was an effective remedy for scrofula, catarrh, salt rheum, rheumatism, fever and ague, gout, dysentery, erysipelas, effective for purifying the blood and driving rheumatism from the system and as a remedy for falling of the womb, sterility and all uterine and vaginal ulcerations, as well as effective in the treatment of diabetes and for curing and preventing the return of syphilis. It was also said to be a cure for leprosy. These claims the government declared were false and fraudulent, made knowingly and in reckless and wanton disregard of their truth or falsity. The government further charged that the claims that the preparation consisted of an appreciable amount of sulphur in solution with liquids, combined by means of a process discovered by Dr. Kaufmann were false and misleading in that they were not true. Ordway was fined $100.—[*Notice of Judgment No. 4370; issued Sept. 12, 1916.*]

Malt Nutrine.—The Anheuser-Busch Brewing Association sold, in violation of the Food and Drugs Act, a quantity of "Malt Nutrine," which the government officials declared was misbranded. The label bore such claims as:

"Alterative, Nutritive, Tonic, Strengthening, Invigorating, Sedative."
"A Non-intoxicant Sparkling Concentrated Liquid Extract of Malt and Hops."
"Makes blood and tissue. Aids digestion. Lends strength to the weak. Triumphs over disease. Nourishes the convalescent."
"Rests the brain and quiets the nerves. It is invaluable to nursing mothers. Nothing like it for teething children. Enriches the blood and builds up the system."
"A concentrated extract of Malt of Acknowledged Merit."

The label was declared misleading and false in that the claim "highly concentrated extract of malt" signified that the product was a pure extract of malt concentrated, when analysis proved that it was not, but consisted of other ingredients than malt, to wit: Alcohol, 1.6 per cent., and extractive matters from hops. A fine of $50 was imposed.—[*Notice of Judgment No. 2310; issued May 21, 1913.*]

Pale Orange Bitters.—In September, 1910, the Bettman-Johnson Company of Cincinnati shipped from Ohio to Texas a product labeled "Pale Orange Bitters," which was misbranded. The label read:

"A Wholesome Tonic. Superior Quality . . . These Bitters are guaranteed to be made under the most approved process of the best materials."

A sample was analyzed in the Bureau of Chemistry and the chemists reported that it contained "alcohol, by volume, 32 per cent., colored with caramel." Misbranding was alleged for the reason that no statement appeared on the label of the quantity or proportion of alcohol contained in the product. In November, 1912, the defendant was fined $25 and $14.30 costs.—[*Notice of Judgment No. 2199; issued April 16, 1916.*]

Pepsin Magen Bitters.—Bettman-Johnson Company, a Cincinnati corporation, shipped from Ohio to Oregon a quantity of a product labeled "Pepsin Magen Bitters." The claims made for the stuff were to the effect that it "ranks among the best means for the preservation of activity of the digestive organs." It was further stated that "weakness of the stomach is mainly due to the

scanty secretion of pepsin," and that in such cases the physician always prescribed pepsin. "Pepsin Magen Bitters" should be used because:

"A supply of Pepsin, as contained in these celebrated Bitters, in connection with some wholesome and strengthening bitter roots and herbs, will supply that deficiency and bring the stomach back to a normal condition."

When analyzed by the federal chemists, "Pepsin Magen Bitters" was found to contain 28.44 per cent. alcohol, 5.2 per cent. sugar, and less than 0.0001 gram of pepsin in each cubic centimeter of the preparation. "Pepsin Magen Bitters" were declared misbranded because the label conveyed the impression that the stuff contained a substantial amount of pepsin, when as a matter of fact, it contained only an infinitesimal quantity of pepsin, and it was further declared misbranded as the percentage of alcohol was not stated on the label. The Bettman-Johnson Company was fined $25 and costs of $15.85.—[*Notice of Judgment No. 2222; issued April 30, 1913.*]

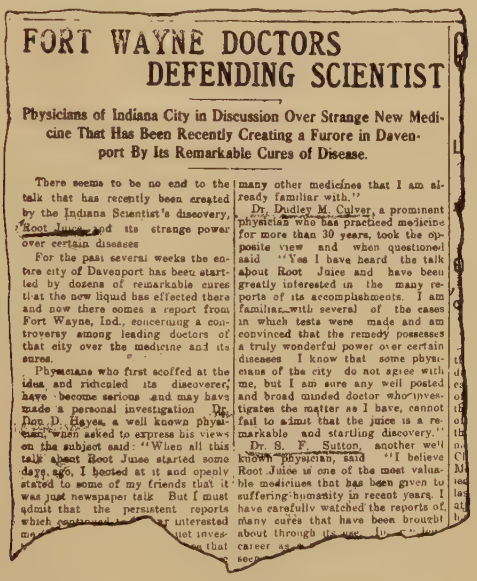
Persil.—"Persil," a nostrum of the "booze type, was labeled as being prepared for Thompson & Co. of Boston by Arrow Distilleries Co., Peoria, Ill. It contained 40 per cent. alcohol and was claimed to contain, in addition, asparagus, parsley, celery, buchu and juniper berries. The government chemists analyzed it and declared that while it had the amount of alcohol claimed, it did not contain appreciable quantities of celery, buchu, juniper, asparagus or parsley. The government charged that the product was misbranded because it was falsely and fraudulently claimed that the stuff was an effective remedy for bladder and kidney trouble when in fact it was not, "but did contain ingredients which might render the article harmful when used in the treatment of diseases of the kidneys or bladder due to, or accompanied by, inflammation." The Peoria concern admitted its guilt and was fined $100 and costs.—[*Notice of Judgment No. 4635; issued April 27, 1917.*]

Poland Wine Bitters.—Maryam, Walter and Casmir Struzynski of Chicago, who had traded under the firm name, Struzynski Bros., sold "Poland Wine Bitters," which, according to the federal chemists, was essentially a wine to which emodin-bearing and other unidentified drugs had been added. The stuff was labeled so as to convey the impression that the product was made at Chenstohow, Poland, according to the discovery of the Pauline Fathers, when as a matter of fact, it was made in the United States. The false and misleading label resulted in the charge of misbranding to which the defendants pleaded guilty. They were fined $100 and costs.—[*Notice of Judgment No. 4456; issued Nov. 13, 1916.*]

Snyder's Bitters.—The J. H. Snyder Medicine Co., Jonesboro, Ark., sold Snyder's Bitters under the claims that it contained 20 per cent. alcohol, and would eradicate "Scrofula, Scrofulous Humors, . . . Syphilitic Affections, Cancerous Humors, Ringworm, Salt Rheum . . . Catarrh . . . and all diseases arising from an impure state or low condition of the blood." It was also said to be an "Unfailing Relief for Indigestion and all Diseases of the Liver and Kidneys" as well as a cure for malaria, to say nothing of being "an absolute panacea for all diseases and disorders of the female genital organs." These claims were declared false and fraudulent and applied knowingly, recklessly and wantonly. The company was fined $10 and costs.—[*Notice of Judgment No. 4359; issued Sept. 12, 1916.*]

Sulphur Bitters.—Shipped by Allen P. Ordway, trading as A. P. Ordway & Co., New York City. Analysis showed the product to have over 21 per cent. alcohol, with sulphur, aloes and another laxative drug present, and with indications of wild cherry. Falsely and fraudulently advertised. Fine, $25. —[*Notice of Judgment No. 5234; issued Feb. 21, 1918.*]

Root Juice Compound.—This product was marketed by the Root Juice Medicine Co., Fort Wayne, Ind., and the label declared the presence of 20 per cent. alcohol. The government held that as the preparation contained less than 13 per cent. alcohol and was not a "root juice" these claims were false and misleading; further the authorities held that the claims that it was a "blood purifier" and would "strengthen and build up the system" as well as improve digestion and relieve "the strain upon the kidneys" were false and fraudulent. As no one appeared as claimant for the seventy-two bottles that had been seized the court ordered that the product should be destroyed.—[*Notice of Judgment No. 4356; issued Sept. 12, 1916.*]



FORT WAYNE DOCTORS DEFENDING SCIENTIST

Physicians of Indiana City in Discussion Over Strange New Medicine That Has Been Recently Creating a Furore in Davenport By Its Remarkable Cures of Disease.

There seems to be no end to the talk that has recently been created by the Indiana Scientist's discovery, Root Juice and its strange power over certain diseases

For the past several weeks the entire city of Davenport has been startled by dozens of remarkable cures that the new liquid has effected there and now there comes a report from Fort Wayne, Ind., concerning a controversy among leading doctors of that city over the medicine and its cures.

Physicians who first scoffed at the idea, and ridiculed its discoverer, have become serious and may have made a personal investigation Dr. Don D. Hayes, a well known physician, when asked to express his views on the subject said: "When all this talk about Root Juice started some days ago, I hooted at it and openly stated to some of my friends that it was just newspaper talk But I must admit that the persistent reports which continued to ... interested me ... quiet investi... that many other medicines that I am already familiar with."

Dr. Dudley M. Culver, a prominent physician who has practiced medicine for more than 30 years, took the opposite view and when questioned said "Yes I have heard the talk about Root Juice and have been greatly interested in the many reports of its accomplishments. I am familiar with several of the cases in which tests were made and am convinced that the remedy possesses a truly wonderful power over certain diseases I know that some physicians of the city do not agree with me, but I am sure any well posted and broad minded doctor who investigates the matter as I have, cannot fail to admit that the juice is a remarkable and startling discovery."

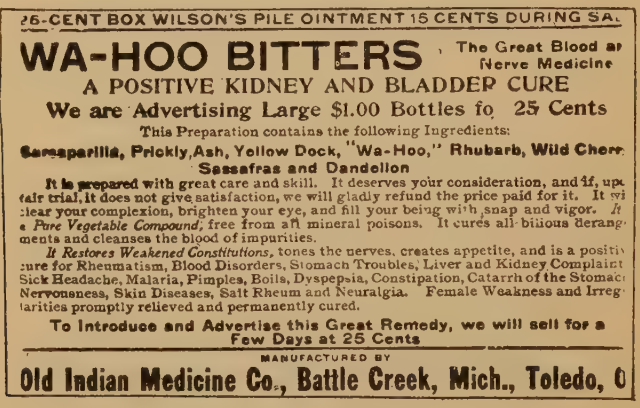
Dr. S. F. Sutton, another well known physician, said "I believe Root Juice is one of the most valuable medicines that has been given to suffering humanity in recent years. I have carefully watched the reports of many cures that have been brought about through its ... career as a ... secret

Virogeno.—Giustino Sallusto of New York, who did business as G. Sallusto & Co., sold "Virogeno" under the claim that it was a cure for all forms of exhaustion, for debility of every kind, for neurasthenia, scrofula, impotence, spermatorrhea and rheumatism. These claims were declared by the federal authorities to be false and fraudulent and to have been made knowingly and wantonly. Furthermore, the trade package was so prepared as to give the impression that the article was of foreign origin, the label being in Italian and the name of the firm with the word "Napoli" blown in the bottle. As a matter of fact, the stuff was made in this country. Additional misbranding was alleged in that the label declared that the preparation contained 10 per cent. of alcohol when, as a matter of fact, it contained only 4.16 per cent. alcohol. Sallusto was fined $50.—[*Notice of Judgment No. 4446; issued Oct. 16, 1916.*]

Weller's Stone Root and Gin.—This preparation was put on the market by W. L. Weller & Sons, Louisville, Ky. The stuff, which admittedly contained 37.5 per cent. of alcohol, was advertised as "An Excellent Preparation for Kidney, Bladder and All Urinary Troubles, Also an Efficient Relief for Nervous Debility and Dyspepsia. As a Tonic It Has No Equal." These and

similar claims were naturally declared by the federal authorities to be false and fraudulent and applied knowingly and in reckless and wanton disregard of their truth or falsity. W. L. Weller & Sons having admitted the facts and consented to a decree, the court ordered that the stuff should be relabeled under the supervision of the United States food and drug inspectors and restored to the company, after the costs of the proceedings had been paid and a bond in the sum of $100 executed.—[*Notice of Judgment No. 4297; issued June 13, 1916.*]

Wilson's Wa-Hoo Bitters.—Charles Kent Wilson of Toledo, Ohio, who did business under the trade name Old Indian Medicine Company, Battle Creek, Mich., and Toledo, Ohio, manufactured and sold "C. K. Wilson's Original Wa-Hoo Bitters." This was sold as a "Great Blood and Nerve Tonic" and as an unfailing specific for partial paralysis, St. Vitus' Dance and all forms of weakness, as well as an effective remedy for malaria, catarrh of the stomach,


25-CENT BOX WILSON'S PILE OINTMENT 15 CENTS DURING SA.

WA-HOO BITTERS The Great Blood a Nerve Medicine

A POSITIVE KIDNEY AND BLADDER CURE

We are Advertising Large $1.00 Bottles fo 25 Cents

This Preparation contains the following Ingredients:

Sarsaparilla, Prickly Ash, Yellow Dock, "Wa-Hoo," Rhubarb, Wild Cherr Sassafras and Dandelion

It is prepared with great care and skill. It deserves your consideration, and if, upa fair trial, it does not give satisfaction, we will gladly refund the price paid for it. It wi clear your complexion, brighten your eye, and fill your being with snap and vigor. *It a Pure Vegetable Compound,* free from all mineral poisons. It cures all bilious derang ments and cleanses the blood of impurities.

It Restores Weakened Constitutions, tones the nerves, creates appetite, and is a positi cure for Rheumatism, Blood Disorders, Stomach Troubles, Liver and Kidney Complaint Sick Headache, Malaria, Pimples, Boils, Dyspepsia, Constipation, Catarrh of the Stomac Nervousness, Skin Diseases, Salt Rheum and Neuralgia. Female Weakness and Irreg larities promptly relieved and permanently cured.

To Introduce and Advertise this Great Remedy, we will sell for a Few Days at 25 Cents

MANUFACTURED BY

Old Indian Medicine Co., Battle Creek, Mich., Toledo, O

salt rheum, scrofula and neuralgia. The chemists of the Bureau reported that the product was a watery solution (slightly sweetened) of Epsom salt, salicylic acid and a laxative plant drug with indications of sassafras, gentian and prickly ash. The therapeutic claims were declared recklessly and wantonly false and fraudulent. Wilson was fined $25 and costs.—[*Notice of Judgment No. 4523; issued Feb. 8, 1917.*]

Wingold Brand Stomach Bitters.—Shipped in April, 1913, by the Arrow Distilleries Co., Peoria, Ill. According to the label, the stuff would "relieve all ailments human flesh is heir to" and its ingredients were "quoted in Materia Medica, as a relief for biliousness, malaria, fever and ague . . . and all stomach and urinary disorders." Analysis by the Bureau of Chemistry showed the product contained over 27 per cent. of alcohol, though the label admitted the presence of only 20 per cent. The curative claims on the label were declared false and fraudulent. On April 18, 1916, the court imposed a fine of $100 and costs.—[*Notice of Judgment No. 4845; issued Sept. 18, 1917.*]

MISCELLANY

THE INCORPORATED SOCIETY OF SCIENCE, LETTERS AND ART OF LONDON, Ltd.

It is not at all uncommon to find some exploiter or quack tacking after his name the mystic letters "F. S. Sc. (Lond.)." It looks well and sounds well and, doubtless, lends an air of erudition and mystery that is well worth what it costs. "F. S. Sc. (Lond.)" means "Fellow of the Incorporated Society of Science, Letters and Art of London, Ltd." The fellowship costs one guinea ($5.00) which can hardly be considered exorbitant.

No better description of the Society of Science, Letters and Art of London was ever written than that given in 1909 by the editor of London *Truth* in answer to an inquiry from THE JOURNAL. Here is what he wrote:

Photographic reproduction (reduced) of the "diploma" of membership issued by the London Society of Science, Letters and Art. These "diplomas" cost one guinea ($5.00) and are used as an advertising asset by quacks and others. The one here reproduced is claimed to have been awarded to one Judd Q. Lloyd who exploits a worthless "consumption cure."

WHAT "F. S. SC. (LOND.)" MEANS

"The Society of Science, Letters and Art, of London, is a swindle to which at one time we devoted a great deal of attention, and it figured for a time in the *Truth* 'Cautionary List,' but it has lapsed into obscurity in recent years, and we have not referred to it for some time. The concern was started by a man named Albert Sturman who at one time kept a private school for boys in London and also acted as an agent for the sale of various bogus degrees produced on your side of the Atlantic. He then started a degree factory of his own under the above title. He took a house in Kensington and got together a seriocomic literary society, the members of which were entitled to attend *conversaziones*, concerts, etc., in his front par-

lor, and to dub themselves 'F.S.Sc. (Lond.)' if they paid the fellows' subscription. He also sold them hoods and gowns, specially designed for the benefit of church organists, and generally practiced all tricks of the trade. He also did very good business by instituting a system of examining small private schools in the provinces and giving the pupils certificates. As he styled his examinations the 'Kensington Locals'—which suggested that they were in some way connected with the Government Science and Art Department at South Kensington—country schoolmasters and schoolmistresses patronized these examinations extensively; and I need not tell you that Sturman gave them good value for their money by always passing a fair proportion of pupils.

"In an evil moment for himself, Sturman, who was a stupid and illiterate man, came here to see us, and we published the interview, which made very funny reading. After this the concern went down hill and Sturman himself died six or seven years ago. His wife, however, who was really the active partner in the business, carried it on afterward with some success, but, as I have said, it has dropped out of sight recently, though one occasionally comes across people who display the 'F.S.Sc. (Lond.)'."

To exemplify the way in which membership in this imposingly named society is capitalized, we reproduce the "Diploma of Merit" issued to Judd Q. Lloyd, and used by him in exploiting his "consumption cure" "Aicsol."—(*From the pamphlet, "Some Quasi-Medical Institutions," 1916.*)

THE ITALIAN PHYSICO-CHEMICAL ACADEMY

Many and various are the letters received by THE JOURNAL asking for information about an alleged scientific organization in Italy styled *l'Académie Physico-Chimique Italienne.* This Italian Physico-Chemical Academy is operated from Palermo, Italy. Here is the scheme: Dr. John Doe, an American physician, receives an imposing-looking letter bearing the Palermo, Sicily, postmark and addressed to *"Monsieur le Docteur John Doe, Médecin."* On opening the letter *"Monsieur le Docteur"* finds that the "Council" of *l'Académie Physico-Chimique Italienne* has nominated him "Honorary Member of this Academy" and furthermore has bestowed on him "a First Class Medal for technical work and scientific merit." All this, "in consideration of your many dignities and great learning." Dr. Doe is told that as soon as he will write an acceptance of this honor "in conformity with Section 19 and 22 of the Constitution" he will be sent "the Medal, Diploma and all the other documents relating to the title accorded." The joker in the scheme lies in the necessity for Dr. John Doe "conforming" with "Section 19 and 22 of the Constitution." Here are the sections:

Sec. 19.—The entrance fee to cover office and postal expenses, including postage of diploma is 5 Dollars, and is payable once at the admission to the Academy by special bulletin filled up, stamped and signed."

"Sec. 22.—Those to whom medals are awarded and who wish to possess them must pay for their coinage 10 Dollars as the Academy does not, at present, possess the necessary funds for this purpose. . ."

In short the whole thing means that if Dr. Doe is willing to send $15 in good American money he will receive in due time from the academy a "diploma" and a gilt (not gold) medal. About four years ago when the "Academy" seemed to be making a particularly heavy bid for American dollars the member of THE JOURNAL staff in charge of the Propaganda Department wrote to the "Academy," on his personal stationery, asking about the cost of membership in the "Academy" and asking also for a copy of the "prospectus." And that

ITALIAN PHYSICO-CHEMICAL ACADEMY
PALERMO

Palerme, (Sicile) 10 - 6 - 191

SIR,

The Council, at their last meeting, in accordance with Section 18 and 20 of the Constitution have in consideration of your many dignities and great learning, resolved to nominate yon **Honorary Member** of this Academy, bestowing upon yon a Frist Class Medal for technical work and scientific merit

In informing yon of this resolution we beg to advise yon that as soon as yon inform us of your acceptance in conformity with Section 19 and 22 of the Constitution, we shall send yon the Medal Diploma and all the other documents relating to the title accorded yon

Requesting yon to kindly write your acceptance in French or Italian

We beg to remain Sir, Jours faithfully

Secretary
G BANDIERA

Président
G. MARLETTA

Sir Dedeun
Medecin

ITALIAN PHYSICO-CHEMICAL ACADEMY
PALERMO

Reduced photographic reproduction of the stock letter sent to American physicians by the Italian Physico-Chemical Academy. The "joker" lies in the requirement around which we have drawn a line.

TO THE PRESIDENT

of the Italian Physico-Chemical Academy

PALERMO (Sicily)

FORM OF ACCEPTANCE

I, the undersigned (Christian name) .....

(Surname) ..... *Profession* .....

Titles ..... *domicile* .....

Town ..... *Street* .....

declare myself to belong to the **Italian Physico-Chemical Academy** *as an* **Honorary Member**, *with First class Medal, in accordance with the advice of nomination, dated* .....

in agreement with section 19 and 22 of the Constitution, of which I have taken due note, and I send by same post Postal Order for ..... *dollers.*

Address and Date ***Signature***

NOTICE: — In order to receive the **Medal**, the cost of same must be paid, in accordance with Article 22 of the Constitution.

N. B. Fill in this form distinctly, and forward it to Prof. G. Bandiera, Secty. of The Academy, 80, Cavour St. Palermo (Italy-Sicily).

Photographic reproduction (reduced) of the "Form of Acceptance" to "membership" in the "Italian Physico-Chemical Academy." Filling out this blank and sending it *with $15.00* to the "Academy" will bring the gilt medal and "diploma."

was all! In reply he received a letter stating that "in consideration of" his "many dignities and great learning" he had been nominated "an officer of this academy" and had been awarded *"la médaille de premiere classe"* for humanitarian work and scientific merit. In order to obtain these tokens of the "Academy's" regard it would be necessary to inform the "Academy" of acceptance "in conformity with Section 19 and 22. . . ." As the Propaganda Department did not consider the diploma and gilt medal worth $15 even as an exhibit for its museum of fakes, the "Form of Acceptance" was not filled in and returned "in accordance with Section 19 and 22."

The leading spirits in the operation of this diploma and medal mill are D. and G. Bandiera who, so far as we can learn, are neither physicians nor pharmacists nor have any scientific standing. The "Academy" has been referred to at various times[1] by THE JOURNAL.—(*From The Journal A. M. A., Feb. 26, 1916.*)

THE ARMY AND NAVY MEDICAL RECORD

Whenever a business assumes certain proportions, subsidiary businesses spring up to cater to the needs of the larger enterprise. For some years the nostrum business has grown so large that it has furnished a more or less precarious life for many individuals who have catered to it. There are, for instance, men whose trade it is to obtain testimonials; others, claiming a long string of imposing degrees, will furnish fake reports and bogus analyses; still others issue at irregular intervals publications with high-sounding names which sell editorial indorsement to the products of concerns such as are willing to pay the price asked. "Journals" of this type have been called to the attention of our readers at different times; the *New York Health Journal* and the *United States Health Reports* come to mind at this moment. Both of these had their day and died a natural death, as all such publications must when once the public is cognizant of their true character.

TWO LETTERS

More recently the attention of THE JOURNAL has been called to a publication calling itself the *Army and Navy Medical Record.* A physician in the South sends a letter he had received from the *Army and Navy Medical Record* reading as follows:

"We have had many favorable reports reach us relative to your most excellent institution, and, as you are doubtless aware, we come in direct contact with a large number of Army and Navy and other government attaches who have sons that they desire to provide with a medical education combined with the higher course included in your up-to-date laboratory methods and the sciences incidental to clinical medical practice.

"If you will regard the proposition as confidential, we will agree to carry a one-fourth page advertisement of your university at the nominal rate of $38 per year, provided this amount is forwarded in advance at the time copy is furnished; and *we will further promise to editorially indorse and recommend your school and its methods without qualification or exception.* [Our italics.—ED.] This article you should be able to use (and are authorized to do so) after publication for advertising purposes.

"We will also be able, and are willing, to furnish you with a desirable list of probable candidates from time to time.

"Kindly let us hear from you at once, if interested, and oblige,

"Yours with best wishes,

"THE ARMY AND NAVY MEDICAL RECORD,
"Arthur G. Lewis, Managing Editor."

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1. THE JOURNAL A. M. A., June 29, 1907, p. 2196; Oct. 21, 1911 (Berlin letter and editorial); May 11, 1912, p. 1455; March 8, 1913, p. 770; May 10, 1913, p. 1480; Nov. 8, 1913, p. 1737.

The physician to whom this was addressed made a notation on the letter to the effect that "this looks crooked." A few weeks later, Dr. V. C. Vaughan, dean of the University of Michigan, Department of Medicine and Surgery, sent in a letter from the *Army and Navy Medical Record* which he had received in his official capacity at the university. Here is the letter; again the italics are ours:

"We are gratified to advise you that in our efforts to select a strictly ethical and high grade institution of medicine that this magazine could consistently indorse and recommend, we have decided on the University of Michigan, Department of Medicine and Surgery, as the institution in your territory to whom our special publicity concession will be made this year.

"You are doubtless aware that we come in direct contact with a very large number of Army and Navy and other government attaches, also physicians in private practice, who have sons that they desire to provide with a medical education, combined with the higher courses included in your up-to-date methods.

"For personal reasons, we are particularly anxious to favor your institution, and frankly believe that we can prove of material service to you. The special proposition, to be regarded by you as strictly confidential, is that we will publish a full one-half page announcement of your institution for the term of one year, you to merely pay a nominal expense charge of $38 for the year's service. As our regular rate is $125 per annum for this service, *the necessity of regarding the matter between ourselves is apparent.* [Transparently so.—Ed.] We further propose, without expense to you, to editorially indorse and recommend your institution and its methods without qualification or exception. An electrotype illustration may be used, without charge.

"It is important, however, that we hear from you promptly. Awaiting your immediate reply, we are, with best wishes,

"Yours faithfully,

"The Army and Navy Medical Record,
"Arthur G. Lewis, Managing Editor."

Dr. Vaughan, in forwarding the matter to The Journal, wrote that on receipt of the offer just given, he "was uncertain whether its writer was a knave or a fool."

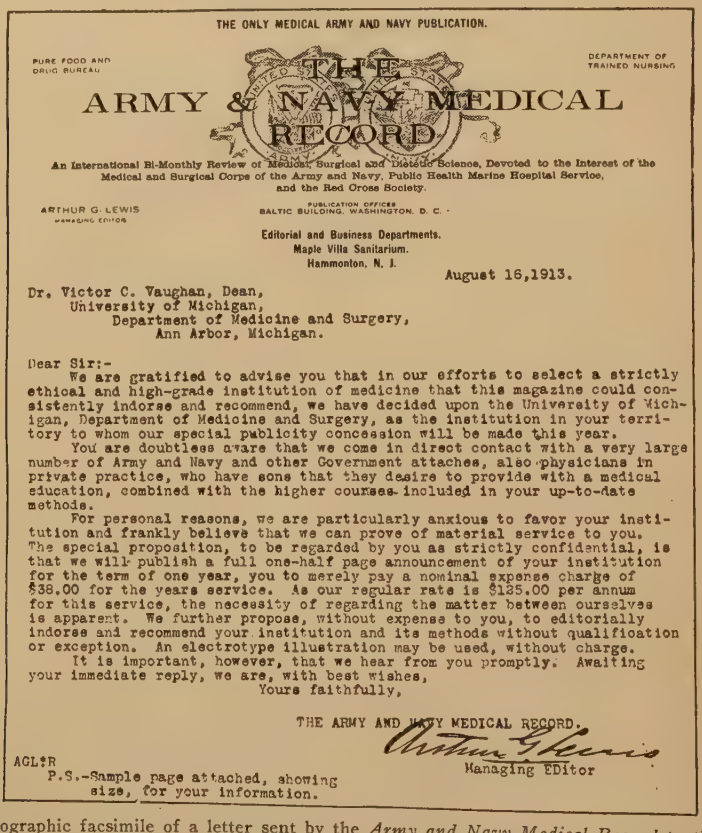
THE ARMY AND NAVY MAGAZINE

The Journal had the *Army and Navy Medical Record* under investigation before these two letters were received and, as a result, the following facts seem to be pretty well established. Herbert C. Lewis, with his brother, Arthur G., conducted from Washington, D. C., a publication called the *Army and Navy Magazine*. In The Journal's nostrum file there is a booklet put out by the Renova Distributing Company, describing the wonderful virtues of its product, "Anti-Jag," which, as its name might intimate, is a "liquor cure" of the fake variety. One page of this booklet is given over to what purports to be "A Letter from a Great Magazine Editor." The letter is dated June 19, 1900, from Washington, D. C., and says that "the editor of the *Army and Navy Magazine* takes pleasure in stating that from his own personal knowledge he has found 'Anti-Jag' to be one of the most reliable medicines ever introduced for the permanent cure of drunkenness." And more to the same effect. The letter is signed "Herbert C. Lewis, editor." The publishing offices of the *Army and Navy Magazine* are at 606 F Street, N. W., Washington, D. C. The building at this address is known as the Baltic Building. Herbert C. Lewis is said to be a printer by trade.

The *Army and Navy Medical Record* seems to have been started within the last few months by Arthur G. Lewis. It does business from two addresses, the Baltic Building, Washington, D. C., and the Maple Villa Sanitarium, Hammonton, N. J. Lewis is said to have purchased the Maple Villa Sanitarium recently, but apparently his chief source of income is the *Army and Navy Medical Record*. He is alleged to have claimed that some medical officials of the government are interested with him in this publication but that these officials do not wish their names known. We do not blame them.

ADVERTISEMENTS AS EDITORIALS

A glance through two issues of the *Army and Navy Medical Record* makes perfectly plain the character of the publication. The January-February, 1913, number leads off with articles by well-known medical officers in the Army, the Navy and the Public Health Service. These have been copied from other publications. Then comes an editorial entitled "A Much Needed Dietary Reform," devoted to the laudation of "Postum," the widely advertised coffee substitute. Following this is an editorial on "The Philosophy of Hypnotics" in which aconitine, saline laxative and digitalin are each given a "boost." Then comes an



THE ONLY MEDICAL ARMY AND NAVY PUBLICATION.

PURE FOOD AND DRUG BUREAU

DEPARTMENT OF TRAINED NURSING

THE ARMY & NAVY MEDICAL RECORD

An International Bi-Monthly Review of Medical, Surgical and Dietetic Science, Devoted to the Interest of the Medical and Surgical Corps of the Army and Navy, Public Health Marine Hospital Service, and the Red Cross Society.

ARTHUR G. LEWIS, MANAGING EDITOR

PUBLICATION OFFICES BALTIC BUILDING, WASHINGTON, D. C.

Editorial and Business Departments. Maple Villa Sanitarium. Hammonton, N. J.

August 16,1913.

Dr. Victor C. Vaughan, Dean,
University of Michigan,
Department of Medicine and Surgery,
Ann Arbor, Michigan.

Dear Sir:-

We are gratified to advise you that in our efforts to select a strictly ethical and high-grade institution of medicine that this magazine could consistently indorse and recommend, we have decided upon the University of Michigan, Department of Medicine and Surgery, as the institution in your territory to whom our special publicity concession will be made this year.

You are doubtless aware that we come in direct contact with a very large number of Army and Navy and other Government attaches, also physicians in private practice, who have sons that they desire to provide with a medical education, combined with the higher courses included in your up-to-date methods.

For personal reasons, we are particularly anxious to favor your institution and frankly believe that we can prove of material service to you. The special proposition, to be regarded by you as strictly confidential, is that we will publish a full one-half page announcement of your institution for the term of one year, you to merely pay a nominal expense charge of $38.00 for the years service. As our regular rate is $125.00 per annum for this service, the necessity of regarding the matter between ourselves is apparent. We further propose, without expense to you, to editorially indorse and recommend your institution and its methods without qualification or exception. An electrotype illustration may be used, without charge.

It is important, however, that we hear from you promptly. Awaiting your immediate reply, we are, with best wishes,

Yours faithfully,

THE ARMY AND NAVY MEDICAL RECORD.

Arthur G. Lewis
Managing EDitor

AGL:R

P.S.-Sample page attached, showing size, for your information.

Photographic facsimile of a letter sent by the *Army and Navy Medical Record* to the dean of University of Michigan, Department of Medicine and Surgery, offering one hundred and twenty-five dollars' worth of advertising space for a "nominal" thirty-eight dollars—with editorial indorsement and recommendations thrown in for good measure!

"original article" (save the mark!) entitled "The Physiological Pathology of Consumption." This is by "Alfred S. Gubb, M.D., L.R.C.P., London, M.R.C.S., Eng., D.P.H., etc., etc., etc., Aix-le-Bains, Savoie, France." Two pages are devoted to this. The "joker" appears in the third paragraph from the end—Fellow's Syrup of Hypophosphites. Dioxogen receives more than three pages of editorial mention under the caption "The Sterilization of Milk with Dioxogen." Under "Another New Electrical Wonder—Magnified Sound," the "Acousticon" is given

a two-and-a-quarter page write-up. "What Wise Men Wear" is the title of a four-page article—unsigned—devoted to the laudation of suspensories in general and the "O-P-C Suspensory" in particular. Dr. H. F. Boatman, Los Angeles, contributes a short article on "A Case of Advanced Pulmonic Tuberculosis Treated with Injections of Dioradin," while our good old friend Willard H. Morse, M.D., "F.S.Sc. (Lond.)," the champion testimonial-giver of the country, writes more or less entertainingly on "Putting on a Mustard Plaster." The article has nothing to do with mustard plasters but has a good deal to do with "Zumota," a nostrum recommended as a substitute for the mustard plaster. These are but a few of the nostrums to which the editorial and reading pages of the *Army and Navy Medical Record* are devoted.

In the June-July issue, Arthur G. Lewis becomes bolder. The leading article is entitled "First Aid in the Navy," by C. F. Stokes, Surgeon-General, United States Navy. There is nothing to indicate that this article was not contributed to the *Army and Navy Medical Record* by its author. As a matter of fact, it originally appeared in an official publication, the *United States Naval Medical Bulletin* for January, 1913, and was reprinted by Lewis without credit and without permission. Following the article by Dr. Stokes is another, unsigned, entitled "The Passing of 'The Pie Habit'." This describes the surprise of the students of Harvard University at being served breakfast cereals instead of pie at their noon-day meal and suggests that "Shredded Wheat Biscuits" make a "delicious dessert." A two-and-a-half page article on the "Danger of Corrosive Sublimate in Vaginal Douche" is reprinted from the *Lancet-Clinic* of September, 1903. The reason for resurrecting this ten-year-old article becomes apparent before one gets half through it. It deals not so much with the danger of corrosive sublimate as with the marvelous—alleged—properties of Tyree's Antiseptic Powder. Dr. Claude C. Keeler, Denver, has a three-page article on the "Medical Treatment of Pulmonary Tuberculosis." The "medical treatment" referred to is Waterbury's Compound. An editorial entitled "One Notch Ahead of Morphin" is devoted to that vicious morphin solution sold under the proprietary name "Papine." Another on "The Treatment of Catarrh by Palliatives and Curatives" deals with a widely advertised "patent medicine," "Kondon's Catarrhal Jelly." What appears to be a contributed article by Charles Wardell Stiles of the United States Public Health Service on "Country Schools and Rural Sanitation" has really been "lifted" from an official publication without credit and, needless to say, without Dr. Stiles' permission.

But medicinal preparations are not the only things to which the *Army and Navy Medical Record* gives editorial indorsement. All advertising matter, apparently, is grist to its mill. Sandwiched in between articles on "Public Health Administrations" and "Important Army Medical Lectures" is a dissertation on "The Millenium of Shirt Construction," in which are sung the virtues of the tailless shirt! A little farther along the Hawaiian pineapple is extolled, while the last pages of the issue are devoted to various banking concerns.

In addition to the advertisements appearing throughout the reading and editorial pages of these two issues of the *Army and Navy Medical Record,* there are a number of display advertisements. There is no reason to suppose, at least in the majority of cases, that the advertisers had the slightest reason to suspect the nature of the *Army and Navy Medical Record.* Several pages are devoted to financial advertisements, there being more than forty banks that have "fallen for" the wiles of Arthur G. Lewis. In view of the letters received by the deans of medical colleges and other educational institutions, the display advertisements of schools and colleges have a special interest to physicians. Schools for girls, polytechnics, colleges of music, veterinary, dental and medical schools—all are to be found in this cosmopolitan publication.

Among the therapeutic products advertised—in the advertising pages—are:

Fellows' Syrup of Hypophosphites	1 cover page
Sherman's Bacterial Vaccines	1 page
Kondon's Catarrhal Jelly	½ page
Expurgo Anti-Diabetes	½ page
Laxol	½ page
Campho Phénique	½ page
Palpebrine	½ page
Zumota	½ page
Sanmetto	¼ page

While in the reading pages the following products are puffed:

Tyree's Antiseptic Powder.
Waterbury's Compound.
Papine.
Kondon's Catarrhal Jelly.
Ranier Natural Soap.
Iodia (Battle).
Creo-Derma.
Fellows' Syrup of Hypophosphites.
Tannalbin.
Expurgo Anti-Diabetes.
Zumota.
Sulfothen.
Dioxogen.
Palpebrine.
Bannerman's Intravenous Solution.
Daniel's Concentrated Tincture of Passiflora.
Peacock's Bromides.
Aletris Cordial Rio.
Gonosan.
Digipuratum.
Dioradin.
Pepto-Fer.
Lactol.
Campho Phénique.

Summed up: The *Army and Navy Medical Record* is but another of the parasites of quackery. It is not entered as second-class matter and it has probably no bona-fide circulation. While it is claimed to be "Devoted to the Interest of the Medical and Surgical Corps of the Army and Navy, the Public Health Marine Hospital Service and the Red Cross Society" it is actually devoted to none of these. It *is* devoted to the exploitation of the advertising public. Advertising contracts are obtained under false pretenses. In brief, Arthur G. Lewis is using the good name of the various medical services of the United States Government for his own financial gain. He has written letters to honorable physicians making dishonest and insulting propositions to deceive and mislead the public. Editorial indorsements by the *Army and Navy Medical Record* mean nothing except that money has been paid for them.—(*Modified from The Journal A. M. A., Oct. 25, 1913.*)

"GRAND PRIX," "DIPLOMAS" AND "GOLD MEDALS"

There was a time when the manufacturer who could point to the "Grand Prix" or the "Gold Medal" his product had been awarded at some exhibition was considered to have a valuable advertising asset. Possibly there was a time when medals and prizes were awarded with an eye single to the excellencies of the goods and bore no relation to the amount of money paid by exhibitors to the organizers of the exhibition. Possibly there are, even today, occasional awards to commercial products made on a basis of pure merit, but they are probably few and far between. The matter which follows throws an interesting light on this subject.

Within the past two months manufacturers have received a letter on the stationery of the "International Exhibition, Paris, 1914." The letter came from the "Commissioner-General" of the exhibition, one Max Kaiser, 24 Holborn, London, E. C. Here it is:

"*Dear Sirs*:—I beg to draw your attention to the great INTERNATIONAL EXHIBITION of Alimentation, Pure Food, Hygiene, Beverages, Drugs and Allied Trades, which will be held at Paris in March, 1914, inviting you to partake with your manufacture at this INTERNATIONAL

EXHIBITION. I beg to point out that the aim of this Exhibition is to introduce Foreign Manufactured Goods, Proprietary Articles, Patents, etc., to the French and Foreign Markets, and open up or extend new channels for such goods.

"A Commercial Office at the Exhibition Building under the Commissioner General's own supervision, with well-trained staff, will do everything required in the interest of Exhibitors such as effect sales by circularizing, or inviting buyers to call at your particular stall to judge for themselves the merits of your Exhibit, and in this way bring the American Manufacturers in direct touch with the Foreign markets and the Buying Public.

"This Commercial Office will also negotiate with the Representatives on your behalf; at the same time undertaking to arrange your Exhibit, supply all necessary fittings, decoration, the display, maintenance, repacking and returning of the Exhibit, and also to represent you before the Public and Jury in such a manner as to make certain that your Exhibit shall be awarded first honors (GRAND PRIZE OR GOLD MEDAL).

"You will understand that such an award obtained at this INTERNATIONAL EXHIBITION means an everlasting advertisement as an official acknowledgement and convincing proof to the Superior Quality of your goods, and will certainly put you in front of your competitors on the home market, and naturally increase your sales considerably.

International Exhibition, Paris, 1914

UNDER THE HIGH PATRONAGE OF:

The Minister of Agriculture.
The President of the General Council
The President of the Municipal Council of Paris.
The Prefect of the Seine.

March 1914

The Director of General Administration.
The Mayor of La Ville de Neuilly.
The President of the Touring Club of France.
The President du Syndicat de l'Industrie.

Commissioner-General: MAX KAISER, Esq., 24, HOLBORN, LONDON, E.C.

Telephone 178 Holborn.
Cable Address "PATENOVUM"

Photographic reproduction (reduced) of the letter-head of the stationery on which Max Kaiser offers to "make certain" that those who exhibit their products under his direction—price, $400—shall receive a Grand Prix or Gold Medal.

"I might mention here that many a big business has been built up and small concerns been prominently brought to the notice of the Public by Exhibiting. In many cases I have been able to interest Authorities and Reigning Houses in Exhibits under my care, and I have opened up or extended markets for firms Exhibiting under my direction.

"I enclose herewith a list containing some of the most prominent American and English Firms whom I have represented at European Exhibitions and for whom I have achieved splendid results.

"I could arrange your Exhibit for the amount of $400, to be paid one-half on allotment and the balance on receipt of an award (Grand Prize or Gold Medal).

"Trusting that this will be of interest to you, I shall be pleased to receive your reply by return mail, and give you any further particulars you may desire.

Yours faithfully,

THE COMMISSIONER GENERAL,
(Signed) Max Kaiser.

The list Mr. Kaiser enclosed with his letter was a printed sheet, giving the names of a number of American and British manufacturers whom Kaiser claims to have "represented" at various "International Exhibitions." The majority of the concerns named are breweries, but there is a good sprinkling of "patent medicine" companies and a few miscellaneous manufacturers. In the American list there are two nostrum concerns named that will be more or less familiar to our readers. They are:

Alonzo O. Bliss Company, Washington, D. C. This company sells "the Great Blood Purifier, Kidney and Liver Regulator" known as "Bliss' Native Herbs." According to Max Kaiser, the Alonzo O. Bliss Company obtained one Grand Prize and one Gold Medal.

THE PARIS GOLD MEDAL

The Valuable Award Presented to Bliss Native Herbs at the International Exposition in Paris, France.

From all parts of the world came the products of nature and man. There were table waters noted for their purity, soaps prized for their cleansing properties, sanitary appliances for the sick room, proprietary remedies all vying with one another in their respective kinds as to which was the BEST. People journeyed from countries far and near to be educated in what the world had to offer that would benefit mankind.

A reproduction of the face of the Gold Medal. It is of a dull finish and bears a classic design representing the World giving a reward to all who triumph or excel.

This is the reverse side of the Gold Medal. The Medal weighs four ounces, is two and one-quarter inches in diameter and more than one-eighth of an inches in thickness.

The Gold Medal was unanimously voted to BLISS NATIVE HERBS because of its simple composition, purity of ingredient, widespread sale, usefulness to such a great number of people, large quantity for such reasonable cost and because IT HAS FULFILLED THE CLAIMS THAT HAVE BEEN MADE FOR IT.

Honored and praised throughout all America, lauded and famed in all the British Isles, awarded the Gold Medal in France—truly increasing years bring growing fame to Bliss Native Herbs.

According to Max Kaiser, the exploiters of "Bliss' Native Herbs" were "represented" by him at the "International Exposition" and obtained a "Grand Prix" and a "Gold Medal." The Bliss concern, of course, makes capital out of the "award," as shown above. This is a reduced photographic reproduction of a page from a booklet sent out by the Bliss concern.

The New York Institute of Science (see index) was a fraudulent concern which professed to sell a mail-order course of instruction on how to attain "magnetic influence" and "hypnotic power." It mulcted the public out of $1,500,000 before the federal government put it out of business. The *Exposition Internationale, 1909*, may be judged by the fact that it awarded the fraudulent New York Institute of Science a "Grand Prize," "Gold Medal" and "Diploma of Honor"!

Waterbury Chemical Company, Des Moines, Iowa. This company exploits what used to be known as "Waterbury's Cod-Liver Oil Compound," but is now called "Waterbury's Compound." Kaiser states that the Waterbury Chemical Company received four Grand Prix and four Gold Medals.

"Certone," we are asked to believe, is the "greatest discovery in the world" for making skinny individuals "plump and pleasing." "Certone will give you PURE, RICH BLOOD, STRENGTH, VIGOUR, NEW LIFE . . ." No wonder the Certone Company got a "Gold Medal" and "Diploma" from the "International Exposition" at Paris!

"Stuart's Plaster Pads," now called "Plapao Pads," is a piece of adhesive plaster sold as a "cure" for rupture. In addition to using as an advertising dodge a fake analysis from a self-styled chemist (who sells alleged "analyst's certificates"—price, $5.00), the Stuart concern attempts to make capital out of "diplomas," "gold medals," and a "Grand Prix" awarded by the "International Expositions" of Rome and Paris. Here are reproduced the "gold medal" from Rome and the "Grand Prix" from Paris!

Briefly, the proposition submitted by Max Kaiser is this: For $400 he will make all arrangements for a manufacturers' exhibit at one of the numerous "International Exhibitions." Further, he practically guarantees that this exhibit will receive either a "grand prize" or a "gold medal"; in fact, the manufacturer need not complete the payment of Kaiser's charges until the prize or medal has been awarded!

The value of "awards" obtained in this way is, of course, evident. As the public becomes better informed on the subject of international exhibitions, the

grand prix, gold medals, and other "awards" made at such exhibitions will be appraised at their true value.—(*From The Journal A. M. A., March 4, 1914, with additions.*)

THE HOME HEALTH CLUB

The medical mail-order quack's most valuable asset is his mailing list and obtaining this list is his greatest item of expense. David H. Reeder, one time of Laporte, Ind., but now of Chicago, has solved the problem in a way which makes up in ingenuity what it lacks in frankness. David H. Reeder is the president and, apparently chief owner, of the "Home Remedies Company," originally of Laporte, Ind., now at "Cottage Grove Avenue, opposite Fiftieth Place, Chicago." The company is a "patent medicine" concern that sells its remedies on the mail-order plan. The "Home Health Club" has its headquarters with the Home Remedies Company but advertises its address at "5039 Cottage Grove Avenue, Chicago." The "founder" of the Home Health Club and the author of the "Club Books and Lectures" is David H. Reeder.

Reeder[1] poses—in print—as a physician. A careful search of all available records, and they are extensive, fails to show that Reeder ever was graduated by a medical college or ever was granted a license to practice medicine by any state. In the past, Reeder has not hesitated to put "M.D." after his name; more recently he has become wary. Volume I of the Home Health Club was written, according to the title page, by "David H. Reeder, M.D., Ph.D."; Volume III of the Home Health Club had for its author, according to the title page, "David H. Reeder, D.O., Ph.D."

Reeder's business is the selling of (1) alleged health books (with a "Certificate of Membership" in the Home Health Club thrown in) and (2) "patent medicines," both on the mail-order plan. Reeder has worked out a novel idea for getting his customers. He has eliminated the chief item of "overhead expense" usually inseparable from the mail-order business, that of paying for advertising space. His scheme is to write to certain newspapers offering to furnish free "copy" for a "Health Department," to be conducted under the title "Home Health Club." To allay the suspicions that would, naturally, arise in the minds of those editors to whom such an offer came, the Home Health Club explains how it is able to furnish free "copy" for the newspaper. It asks that the "service" offered be given credit to the club "by name and address." Continuing, the letter to the editor says:

> "Through this publicity inquiries are brought directly to the club which promotes the sale of the books, compiled and reprinted from the lectures in various papers to which they are furnished. These sales amply cover the expenses of the organization which explains how the club is enabled to provide you the matter free."

Notice that no reference is made to the "patent medicine" side of the enterprise. The sale of books alone is given as the excuse for furnishing free "lectures."

HOW IT WORKS

The way in which Reeder's scheme works out may best be explained by detailing some specific cases. A young woman wrote to Reeder giving no details but stating that she was "weak and run down" and asking for advice. Reeder replied in a letter replete with platitudes regarding diet and exercise and suggested that the girl purchase "Home Health Club Book Vol. 1," price $1, and carefully observe the directions given therein. For a tonic, Reeder recommended "Re-New-U," which, he declared, "is excellent":

1. Reeder's connection with the so-called Children's National Tuberculosis Society was referred to in THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION, Sept. 11, 1915. A reprint of the matter will be sent on receipt of a two-cent stamp.

"Its influence upon the stomach, the liver, the bowels and the kidneys, as well as heart is the very best and I believe that it will be just the thing for you to take. It is sold under the name of Re-New-U by the Home Remedies Company at the price of $0.50 per box, $2.50 for six boxes."

Enclosed with the letter containing these recommendations was a descriptive price list of the Home Health Club publications. The correspondent was told that every purchaser of Volume 1 receives "a Certificate of Corresponding Life Membership." The day following the receipt of this letter and advertising brought the young woman a letter from the Home Remedies Company.

A CORRESPONDENCE COURSE OF EDUCATION, UPON THE CHAUTAUQUA PLAN, TEACHING HOW TO GET WELL AND HOW TO KEEP WELL
Private Correspondence of DAVID H REEDER, Ph. D. D. D. S. Founder of the Club, Author of the Club Books and Lectures
Home Health Club.
Established 1898.
The Largest and Most Influential Health Organization in Existence
LaPorte, Indiana, U. S. A.
Home Health Club.
Established 1898
The Largest and Most Influential Health Organization in Existence.
Private Correspondence DR. DAVID H REEDER Founder of the Club, author of the Club Books and Lectures.
LAPORTE, INDIANA, U. S. A.
ADDRESS ALL CORRESPONDENCE TO THE HOME REMEDIES COMPANY, LAPORTE, INDIANA
CAPITAL STOCK $100.000.
TRADE MARK
The Home Remedies Co.
GRANDMOTHERS HERB REMEDIES
MODERN HOME REMEDIES ETC.
La Porte, Ind. U.S.A.

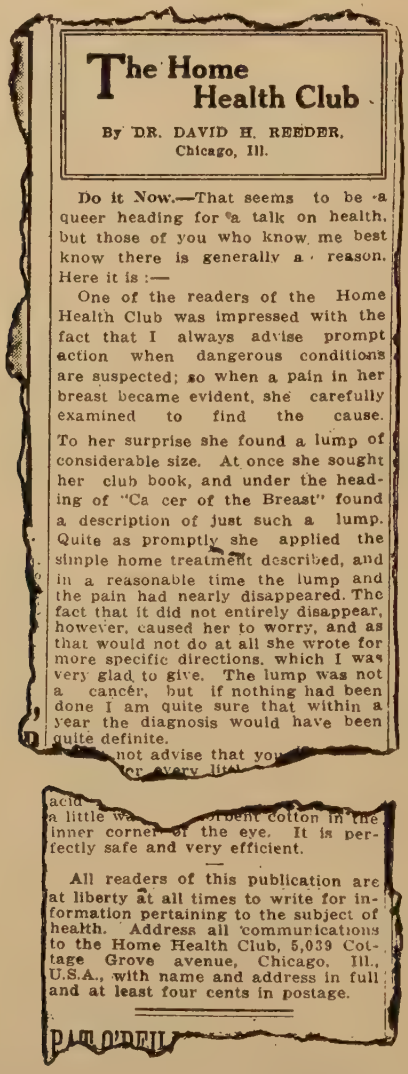
Some letter-heads of the "Home Health Club" and the "Home Remedies Company" when these were operated at Laporte, Ind. "Dr." David H. Reeder calls himself "founder" of the "club," and he is president of the "patent medicine" concern.

It is worth noting, here, that Reeder carefully avoids letting the public know that there is any connection between the Home Health Club and the Home Remedies Company. The Home Health Club's address is always given "5039 Cottage Grove Avenue, Chicago," while the advertising matter of the Home Remedies Company bears the address "Cottage Grove Avenue, opp. Fiftieth Place."

"PATENT MEDICINES" BY THE SCORE

The letter from the Home Remedies Company contained "patent medicine" advertisements galore. The first one described, for Abscesses, costs $2. No. 4 for "Ataxia Locomotor" costs but 50 cents. The eleventh on the list is for Cancer and is priced at $2. The one for Cataract comes at $1, while "Cold Feet" may be cured for 50 cents. No. 42 for Insanity is another half-dollar preparation while No. 52 for Prostatitis costs $3. There is "Nocturnia" for "unnatural losses, drains and weaknesses," which "Restores Virility, Strength and Efficiency," price, postage prepaid, only $2 a bottle! And "Grandmother's Pile Cerate" at 50 cents a tube must be considered cheap, as a "relief and cure"

of any form of hemorrhoids. "Re-New-U" as the company's *piéce de résistance*, is, of course, played up to the limit; it will give you "Health, Vigor and Vim." In order that you may *look* as young as "Re-New-U" will make you *feel*, it is



The Home Health Club

By DR. DAVID H. REEDER, Chicago, Ill.

Do it Now.—That seems to be a queer heading for a talk on health, but those of you who know me best know there is generally a reason. Here it is :—

One of the readers of the Home Health Club was impressed with the fact that I always advise prompt action when dangerous conditions are suspected; so when a pain in her breast became evident, she carefully examined to find the cause. To her surprise she found a lump of considerable size. At once she sought her club book, and under the heading of "Ca cer of the Breast" found a description of just such a lump. Quite as promptly she applied the simple home treatment described, and in a reasonable time the lump and the pain had nearly disappeared. The fact that it did not entirely disappear, however, caused her to worry, and as that would not do at all she wrote for more specific directions, which I was very glad to give. The lump was not a cancer, but if nothing had been done I am quite sure that within a year the diagnosis would have been quite definite.

...not advise that you ... for every little ...

...acid ... a little wa... ...bent cotton in the inner corner of the eye. It is perfectly safe and very efficient.

All readers of this publication are at liberty at all times to write for information pertaining to the subject of health. Address all communications to the Home Health Club, 5,039 Cottage Grove avenue, Chicago, Ill., U.S.A., with name and address in full and at least four cents in postage.

PAID ADVERTISEMENT

To obtain a "sucker list" for his mail order "patent-medicine" business, Reeder offers to furnish newspapers with "copy" for a "health department" on the understanding that all inquiries are turned over to him. Here is a sample of the "copy."

recommended that you use "Cutola," "which enables you to defy old age." For Cutola:

". . . would restore freshness and youthful appearance to the face of an old Arizona Indian."

Those who, like Ponce de Leon, are seeking something in this line should send in a "Combination Order: 6 Boxes of Re-New-U and 3 Bottles of Cutola, $5."

MAIL-ORDER CURE FOR PILES

Another case: A man writes in to Reeder asking him what can be done for a long standing case of hemorrhoids. No details are given regarding the case but Reeder comes back with all the glib assurance of ignorance:

"I believe that your case of piles can be entirely cured without having to resort to an operation."

LIFE MEMBERSHIP CERTIFICATE
Recorded
Home Health Club
LAPORTE, INDIANA
This is to Certify, that
of
is a life member of the Home Health Club of LaPorte, Indiana, and is entitled to all of its privileges and emoluments upon compliance with the rules thereof.
Dated this
day of
19
President
Secretary

"Certificate of Membership" in the Home Health Club, which goes with every purchase of Vol. I of the club books—price $1.00.

As to the cause of the condition Reeder opines that "the bowels have very much to do with it," which sounds reasonable. For treatment:

"You will find in Home Health Club book, Vol. 3 much upon the subject that would enable you, if observed, to successfully treat yourself at home. The price of the Vol. 3 is $2.00."

Further, Reeder suggests that the gentleman suffering from piles "secure and use internally a preparation of tissue foods":

"The Home Remedies Co., Cottage Grove Ave., Opp. 50th Place, this city, handles them under the name of Modern Home Remedies and I will ask them to send you some circulars describing them."

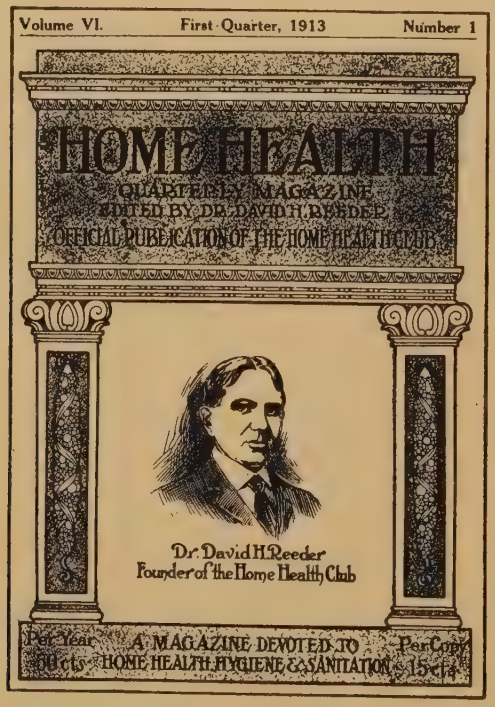
The vision of Dr. Jekyll Reeder of the Home Health Club asking Mr. Hyde Reeder of the Home Remedies Company to send some advertising circulars to a sufferer from hemorrhoids is a touching one. But this was not all. Reeder recommends also that a 50-cent tube of "Grandmother's Pile Cerate" be purchased. This "will aid in putting the trouble under control but in order to gain the best results further measures are needed." The "further measures" are a set of "Weirick Rectal Dilators," price $3, sold, of course, by the Home Remedies Company.

CURING CANCER WITH "TISSUE SALTS"

But there is a darker side to the Reeder brand of quackery. One young woman wrote to Reeder describing a case of carcinoma of the breast. Reeder replied:

"From what you mention of your mother's condition I am inclined to think that the trouble may be one of Cancer of the Breast, and although such cases are considered quite severe by many physicians, they are not at all incurable. There are many who have been fully restored to health without surgery, just by following the Home Health Club method of treatment, as described in the Volume 2 under the heading, 'Breast Cancer.' I will suggest that you procure this book for your mother, and see to it that she carries out the different suggestions given therein. By so doing I predict good results. The price of Volume 2 is $3.00."

For this case Reeder recommended the "tissue remedies" for cancer sold by the Home Remedies Company, price $2, and declared that "Grandmother's Tumor Remedy," also sold by the Home Remedies Company, price $2, was "of great value for external use in cases of this kind." A nice business forsooth.


Volume VI.
First Quarter, 1913
Number 1
HOME HEALTH
QUARTERLY MAGAZINE
EDITED BY DR. DAVID H. REEDER
OFFICIAL PUBLICATION OF THE HOME HEALTH CLUB
Dr. David H. Reeder
Founder of the Home Health Club
Per Year 50 cts
A MAGAZINE DEVOTED TO HOME HEALTH, HYGIENE & SANITATION
Per Copy 15 cts

Home Health, the "official organ" of the Home Health Club. The advertising pages are devoted to the exploitation of the nostrums of the Home Remedies Company.

Any man who declares that many women with cancer of the breast have been fully restored to health without surgery falsifies. If he does this knowingly, and for the purpose of selling some wretched nostrums, he is a scoundrel; if he falsifies unknowingly, from the depths of abysmal ignorance, he is a dangerous quack.

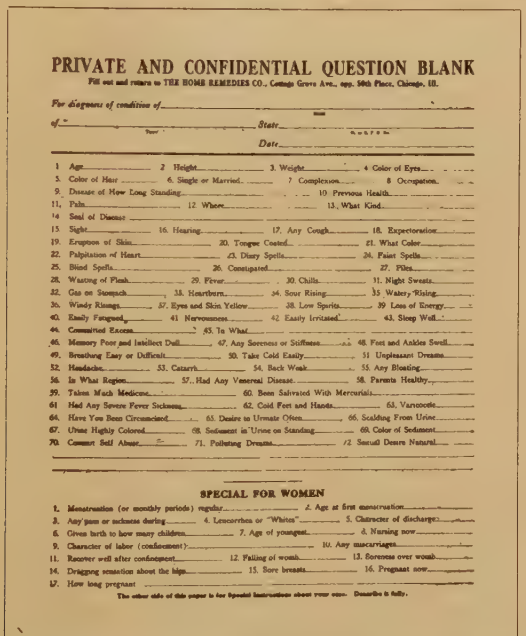
CATCHING THE WOMEN

Much more could be written of the Home Health Club and the Home Remedies Company and other activities of David H. Reeder, did space permit. It

would be interesting, for instance, to describe the devious methods by which the Home Remedies Company has exploited women. Take these excerpts from a letter sent out by the concern to a woman:

"While the scope of our ministrations are manifold, our chief aims are the alleviation and cure of relative diseases of the ovaries and womb and its appendages; Leucorrhoea, Prolapsus, Ulceration, Engorgement, Painful and Profuse Menstruation. . . . All replies will be held sacred, thus availing the most diffident and reticent of a guaranteed means whereby a perfect cure for each and all of women's ailments can be accomplished in the sanctity of home."

Reference, too, could be made to the attempt on the part of Reeder to sell stock in his "patent medicine" concern. The prospectus sent out was of the



PRIVATE AND CONFIDENTIAL QUESTION BLANK

Fill out and return to THE HOME REMEDIES CO., Cottage Grove Ave., app. 50th Place, Chicago, Ill.

For diagnosis of condition of

of Town State

Date

1 Age 2 Height 3. Weight 4 Color of Eyes

5. Color of Hair 6. Single or Married 7 Complexion 8 Occupation

9. Disease of How Long Standing 10 Previous Health

11. Pain 12 Where 13. What Kind

14 Seat of Disease

15 Sight 16. Hearing 17. Any Cough 18. Expectoration

19. Eruption of Skin 20. Tongue Coated 21. What Color

22. Palpitation of Heart 23. Dizzy Spells 24. Faint Spells

25. Blind Spells 26. Constipated 27. Piles

28. Wasting of Flesh 29. Fever 30. Chills 31. Night Sweats

32. Gas on Stomach 33. Heartburn 34. Sour Rising 35 Watery Rising

36. Windy Risings 37. Eyes and Skin Yellow 38. Low Spirits 39 Loss of Energy

40. Easily Fatagued 41 Nervousness 42 Easily Irritated 43. Sleep Well

44. Committed Excess 45. In What

46. Memory Poor and Intellect Dull 47. Any Soreness or Stiffness 48. Feet and Ankles Swell

49. Breathing Easy or Difficult 50. Take Cold Easily 51 Unpleasant Dreams

52. Headache 53. Catarrh 54. Back Weak 55. Any Bloating

56. In What Region 57. Had Any Venereal Disease 58. Parents Healthy

59. Taken Much Medicine 60. Been Salivated With Mercurials

61 Had Any Severe Fever Sickness 62. Cold Feet and Hands 63. Varicocele

64. Have You Been Circumcised 65. Desire to Urinate Often 66. Scalding From Urine

67. Urine Highly Colored 68. Sediment in Urine on Standing 69. Color of Sediment

70. Commit Self Abuse 71. Polluting Dreams 72 Sexual Desire Natural

SPECIAL FOR WOMEN

1. Menstruation (or monthly periods) regular 2. Age at first menstruation

3. Any pain or sickness during 4. Leucorrhea or "Whites" 5. Character of discharge

6. Given birth to how many children 7. Age of youngest 8. Nursing now

9. Character of labor (confinement) 10. Any miscarriages

11. Recover well after confinement 12. Falling of womb 13. Soreness over womb

14. Dragging sensation about the hips 15. Sore breasts 16. Pregnant now

17. How long pregnant

The other side of this paper is for Special Instructions about your case. Describe it fully.

Every mail-order medical concern has its "diagnosis blank." Here is a miniature reproduction of the one used by the Home Remedies Company.

classic, "blue sky" type. After stating that Reeder started in with an original investment of $4.60 and that the business had been developed until it was worth $126,000, doing a cash business of over $50,000 annually with net profits of 16 per cent., the prospectus declared that the company needed an additional $100,000 "to further advertise and push the sale of our Remedies, Foods, etc." There is the inevitable reference to fortunes made in the "patent medicine" business, and the cases of "Bromo Seltzer" and "Warner's Safe Cure" are cited, presumably for the purpose of exciting the cupidity of the prospective investor.

THE HOME HEALTH CLUB VOLUMES

It would be possible to show by quotations from some of the Home Health Club volumes Reeder's ignorance of even the fundamental truths of medical

science. One quotation must suffice. Reeder solemnly assures the public, through one of his books sold as recently as October, 1915, that:

"Thirty-six cases of diphtheria developed in one school in Chicago by the leakage of sewer gas into a hot-air pipe."

In common with his kind Reeder does not omit an opportunity to blackguard the professions of medicine and pharmacy. In describing himself and his methods—as a physician, not as a "patent medicine" dispenser—he says:

". . . the druggists do not love me; the undertaker does not know me, and I miss his influence and my rebate; my patients have a quiet time; my bills, unfortunately, are small; can't get rich very fast; I don't have the advantage of swelling my bill for probate, for my patients are never too sick to keep tally on the number of visits."

The matter sent out by the Home Health Club, whether it be the so-called Home Health Club volumes, letters of "advice," *Home Health,* the alleged official organ of the Home Health Club or what not, has for its final object the exploitation of the nostrums sold by Reeder under the name of Home Remedies Company. The business is one of deception, misrepresentation and trickery. The newspapers are deceived into accepting the Home Health Club copy, the public is deceived by leading it to believe, inferentially, that there is no connection between the "patent medicine" concern—the Home Remedies Company—and the Home Health Club itself. Reeder's writings stand as monuments to his ignorance and his methods indicate a disregard for elementary truthfulness and common honesty.—(*From the Journal A. M. A., Dec. 11, 1915.*)

Reeder Arrested.—In September, 1918, the Department of Registration and Education of the State of Illinois arrested Reeder for violation of the state medical practice act in practicing medicine without a license. Reeder, who was fined $25 and costs, is alleged to have informed the court that he was leaving Illinois for Indiana, his home state.

ST. LUKE'S HOSPITAL AND THE CHRISTIAN HOSPITAL

St. Luke's Hospital

This institution was briefly described by Mr. Samuel Hopkins Adams in one of his "Great American Fraud" series appearing in *Collier's,* July 14, 1906. Mr. Adams said:

"St. Luke's Hospital at Niles, Mich., has an . . . ingenious scheme; it sells diplomas to quack doctors. Most of those whom I have visited have its parchment framed on their walls, notwithstanding that the institution has passed out of existence, its founders being at present fugitives from justice."

The methods of this concern were exposed in THE JOURNAL, June 24, 1899, Oct. 21, 1899, and Sept. 7, 1901. The last note brought a letter from a physician, member of the Michigan State Board of Health, living at Niles. This letter, which was published in THE JOURNAL, Nov. 16, 1901, gives a few side-lights on the St. Luke's fraud. It said in part:

"I believe this so-called hospital commenced operation here in the fall of 1896, but its work has always been conducted with as much secrecy as possible, and it was not until it had been doing business some months that we learned of its methods. Our state board, at its meeting in January, 1899, considered the matter quite at length, but no law under which proceedings could be commenced could be found and nothing was done.

"St. Luke's is organized and incorporated under the laws of the state, and it is capitalized at $10,000, 400 shares at $25 each. Of these 'Dr.' Charles W. H. B. Granville, of Niles, Mich., had 196, 'Dr.' Arthur C. Probert, of Washburn, Wis., 203, and Annabelle Granville of Niles, Mich., 1.

"Under this law St. Luke's issued 'certificates of merit,' as they were termed on their face, although in appearance diplomas. . . .

"I do not think St. Luke's Hospital ever really had a patient in it, at least not one who stayed over twenty-four hours.

"In order to reach this institution, the legislature of 1899 passed Act No. 151, entitled 'An act to specify the sources of authority for the issuing of medical diplomas,' etc. Since this time I am not aware that St. Luke's has issued anything except what they term 'certificates of stock,' which have the appearance of diplomas, however, and it seems to us here very laughable that they should be able to sell such things to anybody in their right mind. If you know of any infringement of the laws of the state by this institution, I would like to know of it.

SAINT LUKE'S HOSPITAL
CAPITAL STOCK $100,000.00
John B. Coolidge, Doctor of Medicine and Surgery
EUM SOCIUM CHIRURGORUM DEFENSORUM MEDICORUMQUE
PRAEPOSITI:

Photographic reproduction (reduced) of the "diploma" of "St. Luke's Hospital." Mr. Adams, the author of "The Great American Fraud," reports that he found most of the quacks he visited had these diplomas framed on their walls.

"You speak of 'Dr.' Granville as the head of the concern. He was never more than a figurehead. Although no state law could reach the institution, one of Dr. Granville's numerous wives found him out, and, after being put under $500 bonds, he left for parts unknown, and St. Luke's paid the $500; so he is only a memory. 'Dr.' Probert has been the real head at all times. He has held positions of honor, influence and trust, in business, politics and religion. . . . At the present time proceedings for his extradition from this state by the governor of Indiana for defrauding the inhabitants of Bourbon, Ind., and vicinity are in progress."

ST. LUKE'S HOSPITAL OF NILES, MICH.

(INCORPORATED UNDER THE STATE LAWS OF MICHIGAN, 1898.)

CAPITAL STOCK, $100,000.00.

SOME OF OUR FEATURES:

Situated in the beautiful and healthy center of the GREAT FRUIT BELT OF MICHIGAN.

The Hospital is supplied with all the latest surgical instruments for performing the important as well as the minor operations.

Patients received at all hours and physicians' instructions carefully carried out by trained and professional nurses.

Expert operators always ready to assist or do the operating.

Terms made to suit the physician in each case.

For payment of Certificates of Membership, we will accept personal bank checks, exchanges on city banks, post office or express money orders, postage stamps, currency, gold or silver by registered mail.

RAILWAY AND WATER ADVANTAGES:

NILES has a population of about 6,000 and is situated on the beautiful St Joe river, in Berrien County on the extreme southwestern county of the State; 30 miles south-east from Benton Harbor and St. Joe, 11 big Four Monitor C. S. L. Railway running through the center of the city. It is also reached by the Michigan Central Railroad trains arriving at our depot (admittedly one of the finest depots of its size in America, with magnificent floral and shrubbery grounds surrounding it), every half hour from all the principal cities. Niles is only 90 miles east from Chicago; 16 miles north from South Bend, Indiana, and a little over one hour's ride south west from Kalamazoo. Our water supply is received from two sources, both of which are unequalled by any city in the United States, one being from the beautiful Barron Lake, an immense natural spring and favorite summer and winter resort, distant from us but only four miles; the second is from two magnificent deep artesian flowing wells that have recently been bored, and for purity and medical properties contain great value.

Qualifications for Joining Our Medical Staff

The necessary qualifications required for proper admission to membership on our Medical Staff shall be.

FIRST—Every graduate of any legally authorized medical college in any State or Territory of the United States, or in any other country, shall be deemed qualified to join our Medical Staff provided, they have been duly registered within their own respective State or Territory

SECOND—All persons who have received a legal license to practice medicine, surgery obstetrics, or any branch thereof, from their own respective State or Territorial Medical Examining Board.

THIRD—Every person who shall have actually practiced medicine or surgery continuously for at least five years, and who is properly registered under the years of the Practice Act

OUR FINANCIAL REFERENCES: { FIRST NATIONAL BANK, NILES, MICH. CITIZENS' NATIONAL BANK, NILES, MICH.

Dear Sir or Madam:—

We beg respectfully to call your personal attention to the fact that on account of the excellent medical qualifications and high professional standing, we have recently elected and appointed as Visiting and Consulting Physician and Surgeon on the Medical Staff of our Hospital, Doctor _____ of _____

We have no hesitancy in recommending him to you, and should you, any member of your family, friends or acquaintances become sick and desire medical treatment, we wish to highly endorse the Doctor and recommend you to patronize him. Should you at any time desire the services, he will

Photographic reproduction (reduced) of part of a letter which the exploiters of the "St. Luke's Hospital" used as a bait in selling their "diplomas" of membership. The letter, it will be noticed, is addressed to the public and was sent out by the St. Luke's concern for the alleged purpose of drumming up business for those who had purchased "Certificates of Membership."

ATTENTION IS CALLED TO THE FACT:

That the list of names of the Staff of Consulting and Visiting Physicians and Surgeons will be printed on our prospective and widely distributed, which will be an excellent advertisement for all concerned. Patients seeing your name upon our medical staff will probably send for you. Should you have a specialty, we shall take pleasure in recommending your name to the patient

PHYSICIANS' APPLICATION

TO BE PLACED ON THE

STAFF OF ST. LUKE'S HOSPITAL OF NILES, MICHIGAN.

(Incorporated under the State Laws of Michigan 1898.)

The Hospital is for the Use of the Medical and Surgical Profession.

To ST. LUKE'S HOSPITAL, NILES, MICHIGAN:

Please place my name on your medical staff as one of the CONSULTING AND VISITING PHYSICIANS AND SURGEONS TO ST. LUKE'S HOSPITAL.

WE PLACE ALL THE CASES WE POSSIBLY CAN IN YOUR WAY AND SEND FOR YOU

Name in full

City State

Specialty

Name your College or Medical Examining Board

Year of graduation or registration 18

No Liability Whatever Is Attached to Signing This Application Form.

Physicians who are in good professional standing will be appointed upon our medical staff We shall be pleased to enroll your name as such upon our record book.

IT WILL BRING YOU PROMINENTLY BEFORE THE GENERAL PUBLIC TO BE INDORSED BY A REPUTABLE CHICAGO INSTITUTION LIKE THE ST. LUKE'S HOSPITAL

OUR OBJECT.

Is to obtain a large and increasing membership to our present STAFF OF PHYSICIANS AND SURGEONS. This membership is selected from the most successful and skilled practitioners, whose various modes of treatment are attracting the personal attention of the general public

THE LIST OF MEMBERS WILL BE CLOSED SHORTLY.

Please fill in this application form, returning it to us by early mail, and we shall take pleasure in placing your name in good standing upon the Medical Staff of our Hospital, entitling you to all the advantages and financial benefits of membership.

Kindly select and mark with a cross thus: X, right over the priced certificate you desire to have sent, and e-mail us in advance the amount, together with this application form properly filled out, and we will have your certificate mailed you by return mail. Should you prefer it, we will send your certificate through any bank or via American Express C. O. D., you to send us $5 in advance, to apply on your account as a guarantee of good faith that you will promptly take your certificate from the express office when it arrives. If you remit us in advance you will save the extra trouble and delay.

These certificates are artistically lithographed (size 17 x 22 inches) and set forth that the holder has been regularly appointed to the honorable ranks of **A Member of our Staff of Physicians and Surgeons.** These certificates are a great attraction to any physician's office. All the members of our Staff are delighted with them and say that they impart confidence to their visitors and patients. They are truly a beautiful illustration of the higher art of the lithographer, and any physician ought to be proud to have one hung upon the walls of his consultation or reception room. It is something that increases the practice of the physician and wins him many dollars during the course of a year. These certificates will be delivered free in tubes, by mail, and furnished as follows:

Heavy Royal Linen Paper, $3 00 Imitation of Parchment, $7 50 Genuine Sheep Skin, only $10 00

We send out all of our Certificates with your name handsomely engrossed thereon in an old round hand style of letters, with two pieces of dark blue ribbon and a large corporate gold seal affixed thereto, giving it the general appearance of a regular Hospital Medical College Diploma.

N. B. The amount received from these Certificates of Membership is devoted entirely to the general expense of maintaining the Hospital for the benefit of all concerned.

ATTENTION IS CALLED TO THE FACT: That after our list for your town will be completed we will close it, and then no other physician can be admitted to membership

NO LIABILITY WHATEVER IS ATTACHED TO SIGNING THIS APPLICATION FORM

PHYSICIANS' APPLICATION

TO BE PLACED ON THE

Staff of The Christian Hospital of Chicago.

(Incorporated under the laws of Illinois, 1896.)

CAPITAL STOCK $250,000.00.

The Hospital is for the Use of the Medical and Surgical Profession.

To CHRISTIAN HOSPITAL, CHICAGO, ILL.:

Please place my name on your Staff as one of the CONSULTING AND VISITING PHYSICIANS, SURGEONS AND SPECIALISTS TO CHRISTIAN HOSPITAL

Name in full

City State

Specialty Year of graduation or registration

Name of Your College (or Medical Examination Board)

Certificate of Membership in Latin or English?

Physicians who are in good professional standing will be appointed upon our Medical Staff. We shall be pleased to enroll your name as such upon our record book

It will bring you prominently before the general public, to be indorsed by a reputable Chicago institution like the Christian Hospital

. . . OUR OBJECT. . .

Is to obtain a large and increasing membership to our present **Staff of Physicians, Surgeons and Specialists.** This membership is selected from the most successful and skilled practitioners whose various modes of treatment are attracting the attention of the profession and public.

OUR LIST OF APPOINTMENTS WILL BE CLOSED SHORTLY.

Please fill to this application form, returning it to us by early mail and we shall take pleasure in placing your name in good standing upon the Medical and Surgical Staff of our Hospital, entitling you to all the advantages and financial benefits of membership.

Kindly select and mark with a cross thus X, right over the priced certificate you desire to have sent, and e-mail us in advance the amount, together with this application form properly filled out, and we will have your certificate mailed you by return mail. Should you prefer it, we will send your certificate through any bank or via Express C. O. D., you to send us $5 in advance, to apply on your account as a guarantee of good faith that you will promptly take your certificate from the bank or express office when it arrives. If you remit us in advance you save the extra expense and delay.

These certificates are artistically lithographed (size 18 x 24 inches) and set forth that the holder has been regularly appointed to the honorable ranks as **A Member of our Staff of Physicians, Surgeons and Specialists.** These certificates are a great attraction to any physician's office. All the members of our Staff are delighted with them, and say that they impart confidence to their visitors and patients. They are truly a beautiful illustration of the higher art of the lithographer, and any physician ought to be proud to have our framed and hung upon the walls of his consultation or reception room. It is something that increases the practice of the physician and wins him many dollars during the course of a year to belong to the staff of a reputable Hospital. These certificates will be delivered free in tubes, by mail, and furnished as follows:

Heavy Royal Linen Paper, $5.00; Imitation of Parchment, $10.00; Genuine Sheep Skin, $12.50

We send out all of our Certificates with your name handsomely engrossed thereon either in the Old English or Round Hand style of letters, with two pieces of marine blue ribbon and a large corporate seal affixed thereto, giving it the general appearance of a regular Hospital Medical College Diploma.

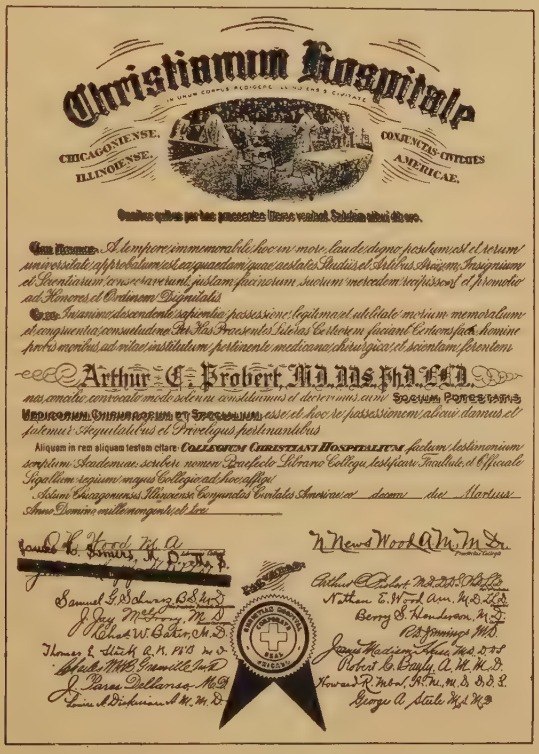
N. B. The amount received from these Certificates of Membership is devoted entirely to the general expense of maintaining the Hospital for the benefit of all concerned.

Photographic reproductions (reduced) of the application blanks used by the "St. Luke's Hospital of Niles, Mich., and the "Christian Hospital" of Chicago, respectively. They are practically identical.

The Christian Hospital

The "Christian Hospital" was, to all intents and purposes, "St. Luke's Hospital" under another name and operating in another place. While the St. Luke's fraud was supposed to have its headquarters at Niles, Mich., the Christian Hospital was conducted from Chicago. In THE JOURNAL for May 23, 1903, an editorial appeared reading, in part, as follows:

"It is only about a couple of years ago that the notorious 'St. Luke's Hospital' diploma mill and general fraud found it expedient to go out of


Christianum Hospitale

CHICAGONIENSE. ILLINOIENSE.

COMUNCTAS-CIVITATES AMERICAE.

Arthur C. Probert, M.D. D.D.S. Ph.D. F.C.D.

Aliquem in rem aliquam testem citare. COLLEGIUM CHRISTIANI HOSPITALIUM factum testimonium scriptum Academicas scribere nomen Praefecto Librario Collegii testificare Facultati et Officiali Sigillum regium magni Collegii ad hoc affigi

Actum Chicagoniensis Illinoiensis Conjunctas Civitates Americae anno die Martius Anno Domini mille nongentesimo

Photographic reproduction (reduced) of the "diploma" of the Christian Hospital. It will be noticed that the name engrossed on this diploma is that of the moving spirit of the concern itself. O. H. Wood, "M. A.", whose name appears on this "diploma," has admitted under oath that she obtained her "degree" of "M. A." from a mail-order institution whose name she was unable to remember. The names "N. News Wood" and "Nathan E. Wood" were both signed by Wood, who went by both names and used different signatures—and handwriting—in his connections with this fraud.

business under special stress of Michigan laws. Now it has appeared again, under another name, it is true, but evidently under the same auspices and general control and with the same policy and fraudulent practices. Since May 15 the mail of THE JOURNAL has been flooded with the circulars of the 'Christian Hospital,' 617 La Salle Avenue, Chicago, sent to it by righteously indignant correspondents. These circulars have all the characteristics of the old St. Luke's Hospital output, the same offers of staff positions, facsimiles (reduced) of diplomas, promises of advertisement and offers of

commissions on cases sent. The circulars outdo the St. Luke's samples in their unauthorized use of names of prominent physicians, in some cases thinly disguised; among others they brazenly use the name of a noted Chicago surgeon as chief of staff.

MEMBERSHIP TICKET

INCORPORATED UNDER THE STATE LAWS OF ILLINOIS 1894.

Christian Hospital OF CHICAGO.

AUTHORIZED CAPITAL $250,000.00

This is to Certify that

A. C. Bernays, M.D., M.R.C.S. Eng.

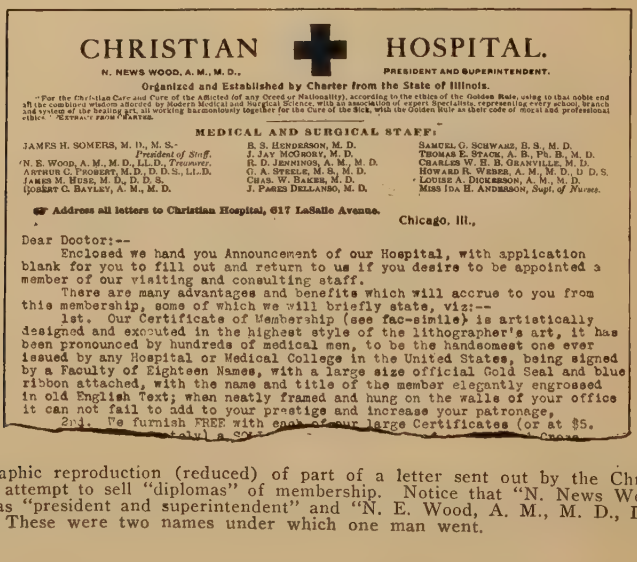
IS A MEMBER OF THE

STAFF OF PHYSICIANS, SURGEONS AND SPECIALISTS OF CHRISTIAN HOSPITAL OF CHICAGO. AND IS IN GOOD PROFESSIONAL STANDING AND ENTITLED TO ALL THE PRIVILEGES APPERTAINING THERETO.

N. News Wood A.M., M.D.

PRESIDENT.

Photographic reproduction (reduced) of the membership ticket of the Christian Hospital.



CHRISTIAN HOSPITAL.

N. NEWS WOOD, A. M., M. D., PRESIDENT AND SUPERINTENDENT.

Organized and Established by Charter from the State of Illinois.

"For the Christian Care and Cure of the Afflicted (of any Creed or Nationality), according to the ethics of the Golden Rule, using to that noble end all the combined wisdom afforded by Modern Medical and Surgical Science, with an association of expert Specialists, representing every school, branch and system of the healing art, all working harmoniously together for the Cure of the Sick, with the Golden Rule as their code of moral and professional ethics." "EXTRACT FROM CHARTER.

MEDICAL AND SURGICAL STAFF.

JAMES H. SOMERS, M. D., M. S.- *President of Staff.*
N. E. WOOD, A. M., M. D., LL.D., *Treasurer.*
ARTHUR C. PROBERT, M.D., D.D.S., LL.D.
JAMES M. HUSE, M. D., D. D. S.
ROBERT C. BAYLEY, A. M., M. D.
B. S. HENDERSON, M. D.
J. JAY MCCORRY, M. D.
R. D. JENNINGS, A. M., M. D.
G. A. STEELE, M. S., M. D.
CHAS. W. BAKER, M. D.
J. PARIS DELLANNO, M. D.
SAMUEL G. SCHWARZ, B. S., M. D.
THOMAS E. STACK, A. B., Ph. B., M. D.
CHARLES W. H. B. GRANVILLE, M. D.
HOWARD R. WEBER, A. M., M. D., D. D. S.
LOUISE A. DICKERSON, A. M., M. D.
MISS IDA H. ANDERSON, *Supt. of Nurses.*

☞ Address all letters to Christian Hospital, 617 LaSalle Avenue.

Chicago, Ill.,

Dear Doctor:--

Enclosed we hand you Announcement of our Hospital, with application blank for you to fill out and return to us if you desire to be appointed a member of our visiting and consulting staff.

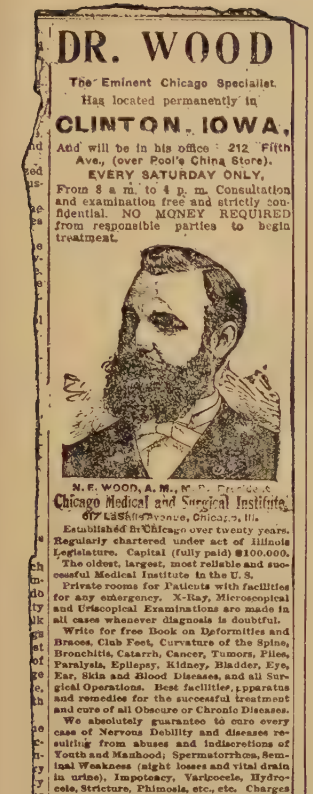
There are many advantages and benefits which will accrue to you from this membership, some of which we will briefly state, viz:--

1st. Our Certificate of Membership (see fac-simile) is artistically designed and executed in the highest style of the lithographer's art, it has been pronounced by hundreds of medical men, to be the handsomest one ever issued by any Hospital or Medical College in the United States, being signed by a Faculty of Eighteen Names, with a large size official Gold Seal and blue ribbon attached, with the name and title of the member elegantly engrossed in old English Text; when neatly framed and hung on the walls of your office it can not fail to add to your prestige and increase your patronage,

2nd. We furnish FREE with each of our large Certificates (or at $5.

Photographic reproduction (reduced) of part of a letter sent out by the Christian Hospital in its attempt to sell "diplomas" of membership. Notice that "N. News Wood, A. M., M. D.," was "president and superintendent" and "N. E. Wood, A. M., M. D., LL.D.," was treasurer. These were two names under which one man went.

"In Michigan St. Luke's Hospital flourished under the lack of state laws properly covering the offense of fraudulent diploma selling, and not until the legislature passed an act especially meant to reach it, did the concern succumb. One 'Dr.' A. C. Probert, who was the real manipulator of the fraud, is also prominent in the 'Christian Hospital' literature, if, indeed, he is not the real 'it' of the concern. While most of his associates are new, we still see the name on the roster of Dr. Charles W. H. B. Granville, who was the figurehead of the Michigan concern, and who also figured in some legal proceedings elsewhere. . . ."



DR. WOOD

The Eminent Chicago Specialist
Has located permanently in
CLINTON, IOWA,
And will be in his office 212 Fifth Ave., (over Pool's China Store).
EVERY SATURDAY ONLY,
From 8 a. m. to 4 p. m. Consultation and examination free and strictly confidential. NO MONEY REQUIRED from responsible parties to begin treatment.

N. E. WOOD, A.M., M.D., President,
Chicago Medical and Surgical Institute,
617 Lasalle Avenue, Chicago, Ill.

Established in Chicago over twenty years. Regularly chartered under act of Illinois Legislature. Capital (fully paid) $100,000. The oldest, largest, most reliable and successful Medical Institute in the U. S.

Private rooms for Patients with facilities for any emergency. X-Ray, Microscopical and Urinopathical Examinations are made in all cases whenever diagnosis is doubtful.

Write for free Book on Deformities and Braces, Club Feet, Curvature of the Spine, Bronchitis, Catarrh, Cancer, Tumors, Piles, Paralysis, Epilepsy, Kidney, Bladder, Eye, Ear, Skin and Blood Diseases, and all Surgical Operations. Best facilities, apparatus and remedies for the successful treatment and cure of all Obscure or Chronic Diseases.

We absolutely guarantee to cure every case of Nervous Debility and diseases resulting from abuses and indiscretions of Youth and Manhood; Spermatorrhœa, Seminal Weakness (night losses and vital drain in urine), Impotency, Varicocele, Hydrocele, Stricture, Phimosis, etc., etc. Charges Reasonable. No incurable cases accepted. No "C.O.D." or "deposit" schemes. Failure is unknown to us: 10,000 testimonial letters on file from cured patients. Many cured at home. Consultation free and confidential, personally or by letter. Write us to-day. 160-page Book on all Chronic and Surgical Diseases and list of 100 questions sent free.

Photographic reproduction (reduced) of an advertisement of N. E. Wood, A.M., M.D., appearing in 1909. It will be noted that the name of "N. E. Wood, A.M., M.D.," appears on the list of the "Medical and Surgical Staff" of the "Christian Hospital." He also signed himself "N. News Wood" when connected with the Christian Hospital swindle.

In THE JOURNAL for June 6, 1903, a letter from the Medicolegal Committee of the Chicago Medical Society was published giving the results of an investigation of the Christian Hospital swindle. Quotations from parts of this letter follow:

"On yesterday, June 2, Inspector Ketcham had Drs. A. C. Probert and N. E. Wood, styling himself N. News Wood, arrested for improper use of the mails.

"The history of St. Luke's Hospital of Niles, Mich., is known to most readers of THE JOURNAL. That corporation was owned by Drs. Granville and Probert. The committee has proof in its possession that Probert has served a term in the Wisconsin penitentiary. . . . In 1901 Michigan became uncomfortable for this institution, and this brings us to our present story. In 1893 the Secretary of the State incorporated the 'Chicago Store' for general merchandise purposes. In 1901 this charter was purchased by Drs. Wood and others and the name and purpose changed so as to allow of a hospital and dispensary. In 1903 the name was changed to 'The Christian Hospital.' It will be noticed that when St. Luke's faded in Michigan in 1901 this one appeared here.

"The reading matter and the general business policy of the institution are identical. Nearly every name found on the Christian Hospital staff was a member of the St. Luke's staff or has appeared in some connection with St. Luke's in the past. . . ."

SOME DIPLOMA MILLS

The "Illinois Health University," the "Independent Medical College," the "Metropolitan Medical College" and the "Scientific Medical College"

The Illinois Health University was a fraudulent institution masquerading as a medical college but actually being a diploma mill. Its charter was revoked April 3, 1897, by the Supreme Court of Illinois. The man chiefly concerned in operating this fraud was one James Armstrong who apparently found a very profitable business in selling medical diplomas to anyone that had the price to pay for them. Associated with him were Thomas Armstrong and John H. Randall. After the Illinois Health University had been put out of business James Armstrong brought into existence the "Independent Medical College" which was practically another name for the fraudulent con-

cern whose charter had been revoked. The "Announcement" for 1897-98 gave as the "faculty" of the Independent Medical College:

D. A. Zwightman Van Noppen, M.D., Principles and Practice of Surgery, Medicine and Obstetrics.
Ign. A. Machnikowski, A.M., M.D., Anatomy and Physiology.
H. Scott, M.D., Diseases of the Genito-Urinary Organs.
W. B. Hall, M.D., Physical Diagnosis.
T. A. Bland, M.D., Theory and Practice of Medicine.
Chas. E. Bower, M.D., Obstetrics, Urinalysis and Chemistry.
B. S. Metzger, M.D., Pathology and Bacteriology.
T. T. Davis, M.D., Diseases of the Rectum.
Prof. H. Samuels, Ophthalmology.
M. L. Reed, M.D., Materia Medica.
B. T. Harwood, M.D., Operative and Clinical Surgery.
J. H. Randall, Ph.D., M.D., Biology, Chemistry, Hygiene, Tokology, Dentistry, Etiology, Psychopathy.
J. F. Cook, M.D., Materia Medica, Botany and Botanical Medicines.
J. Armstrong, M.D., The Science and Practice of Medicine.
A. B. Opicka, Ph.D., M.D., Laryngology and Otology.
C. M. Hovey, Ph.D., LL.D., Medical Jurisprudence.
M. E. Sellen, Ph.D., M.D., Gynecology, Theory and Practice of Medicine and Electro-Therapeutics.
Frank E. Lyon, M.D., Hypnotism and Psychology.
Marvin E. Conger, M.D., Mental Therapeutics.
A. Clausen, Ph.D., M.D., Temperamental Diagnosis, Advanced Therapeutics and Mental Science.
R. C. Conger, M.D., Sanitary Science and Diseases of Children.
Owen E. Ford, Ph.D., M.D., Ophthalmology and Gynecology.
Dr. D. Palmer, Magnetic Healing.

The Supreme Court of Illinois revoked the charter of the Independent Medical College in 1899. The Journal for Oct. 21, 1899, discussed the decision, in part, as follows:

> "The Supreme Court of Illinois, on the 16th inst., revoked the charter of the Independent Medical College of Chicago. . . . After obtaining further proof of the wholesale sale of diplomas by this institution, the attorney-general brought suit in the Circuit Court of Cook County to have the charter of the 'college' revoked. After hearing the evidence, the court on Feb. 15, 1899, entered a judgment of ouster. The 'faculty' of the college made no defense but took an appeal to the supreme court, simply to gain time. The decree of the circuit court has not apparently interfered with the sale of diplomas. Indeed, the 'faculty' has earnestly endeavored to confer as many degrees as possible, and so 'lowered the scale of prices' and gave degrees for practice in Michigan, Kansas, Texas and elsewhere, to all who applied and paid. The sale has continued to the present. Early in the month the state board of health purchased one in Fort Worth, Texas, for $20. . . . Recently the 'faculty' began to see ahead the 'parting of the ways,' and in August the institution 'became affiliated' with the 'Metropolitan College,' another 'legally chartered medical college,' the charter issued by the Secretary of State under the provisions of the Act of 1872.
>
> "There is little doubt that the Metropolitan will be conducted on the same lines as the Independent. If this be the case, its career will be exceedingly brief. . . ."

The career of the Metropolitan Medical College *was* brief. One of the college circulars gave the officers and faculty as:

J. Armstrong, M.D., President and Professor Emeritus, Science and Practice of Medicine.
J. H. Randall, D.D.S., M.D., Vice President and Professor of Dental Surgery, Anatomy, Physiology and Chemistry.
Thos. Armstrong, Secretary.
Robert Johnson, M.D., Professor of Dermatology. Lecturer on Tumorous and Cancerous New Growths.
Joe De Barthe, M.D., LL.D., Professor Medical Jurisprudence. Lecturer on Electrology and Electro-Therapeutics.

M. L. Reed, M.D., Professor of Physical Culture and Adjunct Professor of Materia Medica.
H. P. Packard, Ph.D., M.D., Emeritus Professor of Hydropathy. Lecturer on Intestinal Diseases. Instructor in Hygiene and Preventive Medicine.
J. E. Rullison, D.D.S., M.D., Professor of Genito-Urinary Diseases. Lecturer on Clinical Medicine, Demonstrator in Dental Surgery.
A. B. Opicka, Ph.D., M.D., Professor of Rhinology, Otology and Laryngology.
William H. Brown, M.D., D.O., Lecturer and Instructor in Osteopathy.
Prof. Elic Le Montais, M.D., F.A.A., P.S., Professor of Obstetrics.
Marvin E. Conger, M.D., Lecturer on Sanitive Medication and Mental Therapeutics.
R. C. Conger, M.D., Lecturer on Sanitary Science and Diseases of Children.
J. W. Benadom, M.D., Genito-Urinary Diseases and Diseases of the Nervous System.
James Jack, M.D., Professor of Practical Medicine.

Collegium Medicinæ Metropolitanum
CHICAGO, ILLINOIS, U.S.A.
OMNIBUS HAS LITERAS PERVENTURIS
SALUTEM.
Daniel Wellington Mott
Medicina Doctorem
In cujus rei testimonium, nostrum Collegii UNIVERSITATIS SIGILLO
Datum EX ÆDIBUS UNIVERSITATIS hac die XXII. mensis Novembris
James Armstrong M.D. President
J. H. Randall, D.D.S., M.D.
Thos Armstrong Ph.D. Sec.
J. F. Cook, M.D.
A. B. Opicka M.D. J. E. Rullison M.D.

Photographic reproduction (reduced) of one of the diplomas issued by the "Metropolitan Medical College" of Chicago, a diploma mill that was put out of business in 1900 by the federal authorities.

The Chicago papers for June 5, 1900, reported the arrest, on the charge of using the mails to defraud, of the following individuals connected with the Metropolitan Medical College:

James Armstrong, *President.*
J. H. Randall, *Vice President.*
Thomas Armstrong, *Secretary.*
Charles M. Hovey, *Attorney.*

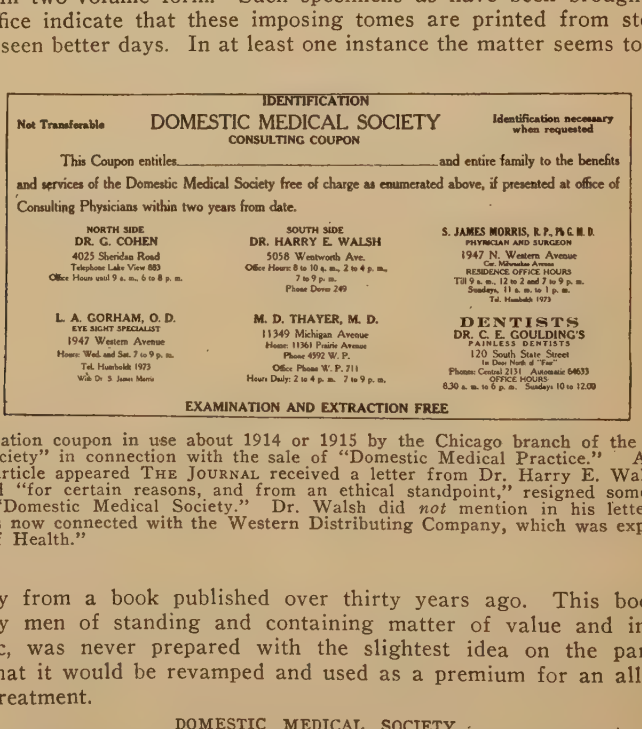
Previous to this arrest the Illinois State Board of Health had secured an injunction against the Metropolitan Medical College restraining it from doing

further business. On Dec. 15, 1900, James Armstrong, the leading spirit in all these frauds, was sentenced to one year in the Du Page County jail and to pay a fine of $500. This was secured by the federal authorities under the charge that Armstrong had been using the mails to defraud. Thomas Armstrong was also convicted while John Randall, the alleged president, who was indicted with the Armstrongs, pleaded guilty. The postal authorities issued fraud orders against Armstrong and all the institutions conducted by him.—(*From the pamphlet, "Some Quasi-Medical Institutions," 1916.*)

THE "HOME MEDICAL ADVISER" TO DATE

A modification of the old "free chromo with every pound of tea" scheme has been worked for the past few years in the sale of books of the "home medical adviser" type. The system is one of wide distribution and is operated under various names as well as from various cities.

The plan generally seems to be to have agents go out from various centers selling a pretentious looking volume. The book, or books, for there are apparently more than one, go under various names, having been sold under such titles as "Medicology," "Domestic Medical Practice," "Health and Longevity," "Library of Health," etc. Sometimes they come in a single volume of about 1,500 pages and one-half foot thick; in other instances, apparently, they are prepared in two-volume form. Such specimens as have been brought or sent to this office indicate that these imposing tomes are printed from stereotypes that have seen better days. In at least one instance the matter seems to be made



IDENTIFICATION

Not Transferable

DOMESTIC MEDICAL SOCIETY
CONSULTING COUPON

Identification necessary when requested

This Coupon entitles _____ and entire family to the benefits and services of the Domestic Medical Society free of charge as enumerated above, if presented at office of Consulting Physicians within two years from date.

NORTH SIDE
DR. G. COHEN
4025 Sheridan Road
Telephone Lake View 883
Office Hours until 9 a. m., 6 to 8 p. m.

SOUTH SIDE
DR. HARRY E. WALSH
5058 Wentworth Ave.
Office Hours: 8 to 10 a. m., 2 to 4 p. m., 7 to 9 p. m.
Phone Dorre 249

S. JAMES MORRIS, R. P., Ph. G., M. D.
PHYSICIAN AND SURGEON
1947 N. Western Avenue
Cor. Milwaukee Avenue
RESIDENCE OFFICE HOURS
Till 9 a. m., 12 to 2 and 7 to 9 p. m.
Sundays, 11 a. m. to 1 p. m.
Tel. Humboldt 1973

L. A. GORHAM, O. D.
EYE SIGHT SPECIALIST
1947 Western Avenue
Hours: Wed. and Sat. 7 to 9 p. m.
Tel. Humboldt 1973
With Dr. S. James Morris

M. D. THAYER, M. D.
11349 Michigan Avenue
Hours: 11361 Prairie Avenue
Phone 4992 W. P.
Office: Phone W. P. 711
Hours Daily: 2 to 4 p. m. 7 to 9 p. m.

DENTISTS
DR. C. E. GOULDING'S
PAINLESS DENTISTS
120 South State Street
In Door North of "Fair"
Phone: Central 2131 Automatic 64633
OFFICE HOURS
8.30 a. m. to 6 p. m. Sundays 10 to 12.00

EXAMINATION AND EXTRACTION FREE

Identification coupon in use about 1914 or 1915 by the Chicago branch of the "Domestic Medical Society" in connection with the sale of "Domestic Medical Practice." A few days after this article appeared THE JOURNAL received a letter from Dr. Harry E. Walsh, stating that he had "for certain reasons, and from an ethical standpoint," resigned some time ago from the "Domestic Medical Society." Dr. Walsh did *not* mention in his letter the fact that he was now connected with the Western Distributing Company, which was exploiting the "Library of Health."

up largely from a book published over thirty years ago. This book, while written by men of standing and containing matter of value and interest to the public, was never prepared with the slightest idea on the part of the authors that it would be revamped and used as a premium for an alleged free medical treatment.

DOMESTIC MEDICAL SOCIETY

Each purchaser of the "health book" is given a very official-looking certificate which is said to entitle him and his family "to the privileges of Health

Protection, Medical Advice, Consultation, Health Advice, and Prescriptions at the office of the consulting Physician without any extra charge or fee whatsoever for such services, for a period of two years from date of this Certificate." The business is done by agents who, before going forth on their errand, memorize a line of "patter" to unload on prospective victims. Here is part of the "Demonstrators Talk" which is said to have been used by those who attempted to sell "Domestic Medical Practice":

THE DEMONSTRATOR'S "PATTER"

"Good morning! You received a circular from the Domestic Medical Society? That is too bad, you should have had one! I'll take your name and address and have one mailed you free. Your name is what? Your initials are what? Your number is what?"

"Our object is to help stop the spread of contagious diseases. You know that there would not be any scarlet fever, diphtheria, or even consumption if people knew how to prevent them. Isn't that so? It requires one minute's explanation and costs you nothing. You can spare one minute, can't you? I'll just step in and explain it to you.

"We first take up contagious diseases. If Diphtheria, Scarlet Fever, Small Pox or Measles should come to your home you certainly would want to know what to do about it, and what the board of health requires you to do, wouldn't you?

"We show you here the Physician's Manikin painted especially for this work; it shows the location of all the organs of the human body, the back and front view of the heart, the lungs, the liver, the stomach, the kidneys, etc.

"You hear a great deal about appendicitis. There you see the Appendix. It is the most mysterious organ of the human body. Medical records tell us that more people have been killed by the operation than die from the disease itself.

"Our authority on this, has cured 95 per cent. of his patients by a local application of oils, such as petroleum or turpentine, applied over the area outlined by Capital A.

"Then you have in your own home treatment for 49 diseases by local application, such as Colds, Pneumonia, Neuralgia, Epilepsy, Dyspepsia, Kidney troubles, etc.

"These are all cured by Turpentine, Vinegar, Salt, Lemon, etc., remedies which you have in your own kitchen. The doctor prescribes all these in Latin, which confuses you and helps the druggist to get higher prices for his drugs. Isn't that so?

"Then we have the Plants, Vegetables, Fruits and Herbs. Celery cures Rheumatism, Lemon cures 21 different diseases, the Pumpkinseed removed the tapeworm, head, body and all.

"Did you ever have the Grippe? Do you know that one-half a teaspoonful of Cayenne pepper will cure the worst attack of Grippe in one night? Cayenne pepper also cures Scarlet Fever."

If the "demonstrator" has not been gently but firmly propelled down the front steps by the time he reaches this point, he discourses on the care of infants and the treatment of infant ailments as detailed in "Domestic Medical Practice." Then—we quote *verbatim*—he continues:

"We give you over 500 standard medical prescriptions in Latin and English, as prescribed by Physicians, showing you how you are overcharged by the druggist.

"For instance, the standard medical prescription for Cholera Morbus is: Piper, Sodium Chlorid, Cordialis Rubus Villos, Aqua Bulliens. This is nothing but pepper, common salt, blackberry brandy and boiling water, articles to be found in almost every kitchen, or which can be had from a grocery store for next to nothing, but, from a Doctor and in Latin, it will cost from $1.50 on to $2.50."

And the peroration:

"It is complete in one large convenient volume of 1,570 pages, 42 departments, each of which is just as useful to you as the three or four I have shown you, and is bound just like this.

"It is placed in your home for three and one quarter cents a day, twenty-five cents a week or one dollar a month for a period of ten months.

"Now, any one can afford a paltry quarter a week for a valuable work like this, don't you think so?

"Candidly and conscientiously, don't you think so? Of course you do; place your name here, please."

"Domestic Medical Practice," to which the preceding "talk" refers, is put on the market by a concern calling itself the "Domestic Medical Society." Although located in Chicago its activities are by no means purely local, for we have had inquiries about it from Massachusetts to California.

AMERICAN HEALTH SOCIETY

A scheme that seems essentially similar is also operated by a Philadelphia concern which seems to go under such names as the "Historical Publishing Company," the "American Health Society," the "Home Health Society," the "University Health Society"—and possibly others.

The "Historical Publishing Company" seems to have been a little too active in its home state for its own comfort. A Philadelphia paper during the past few weeks has recorded the arrest of one of the company's agents in Lebanon County, Pa. The agent, according to the newspaper report, offered for sale the

DOMESTIC MEDICAL SOCIETY

Certificate of Membership

This Certifies That _____ and family,

being members of the Domestic Medical Society in good standing, are entitled to the privileges of Health Protection, Medical Service, Consultation, Diagnosis, Prescriptions, and Advice and also to personal attendance for any and all ailments, with the exception of Confinement or Surgical Operations, at the office of the consulting Physicians without any extra charge or fee whatsoever for such services, for a period of two years from the date of this Certificate.

Special arrangements and prices made for Surgical and Confinement cases on application to Consulting Physicians.

GENERAL OFFICES OF DOMESTIC MEDICAL SOCIETY
45 West 34th Street, New York, N. Y.
REPRESENTED BY COMPETENT CONSULTING PHYSICIANS IN ALL PRINCIPAL CITIES OF THE UNITED STATES.

Urinalysis and microscopical examinations not to exceed $2.00.
Serum injections and administration of anti-toxins at cost of serum.
All medicines received at Physician's Office to be paid for at time of visit not to exceed fifty cents.
All calls within city limits charged at a special rate not to exceed one dollar
Present consulting coupon to our nearest physician for purpose of identification.

Dated at Chicago, Ill. _____ 191 . Certificate No. _____

DOMESTIC MEDICAL SOCIETY

Photographic facsimile (reduced) of the "Certificate of Membership" issued by the Chicago branch of the "Domestic Medical Society," with offices at 45 West 34th Street, New York City.

usual "Library of Health" and those who paid $18 for the book were given "a certificate with a big red seal" which entitled the holder to receive treatment at the hands of the "Eminent Expert and Chief of Staff" of the "Home Health Society." Also, the enthusiastic agent seems to have given the inference that the "certificate" holders were entitled to write to Health Commissioner Samuel G. Dixon, who would diagnose their cases and send prescriptions. Here is where the agent made a mistake and his arrest followed an investigation by the

officials of the state department of health. According to the same paper, the alleged "prominent specialist and chief of staff" named on the certificate was one B. Frank Scholl, M.D., of Philadelphia.

Certificate of Membership.

Chief of Staff,
W. W. MYERS, A. M., M. D.
RESIDENCE HOURS: { 8 to 11 A. M. / 5 to 8 P. M.

Staff Headquarters,
1336-38-40 CHERRY ST., PHILADELPHIA, PA.
OFFICE HOURS: 1 to 2 P. M.

This Certifies *that the Bearer, being a subscriber in good standing to* **"Medicology,"** *is enrolled as a member of* **University Medical Society** *for one year from date of this Certificate, and as such is entitled to and shall receive free, prompt and competent advice by (or from) the prominent specialist and chief of staff named below in answer to any query of a medical nature by mail, or in person.*

This further certifies that the Bearer will receive free physical examination and consultation, including prescriptions and medical advice

In seeking advice and treatment by mail, be careful to state definitely symptoms of your ailment; also give full name and post-office address Enclose two-cent stamp for reply

Address all communications, with stamp for reply, to W. W. MYERS, A. M., M. D., Chief of Staff,
1336-38 40 *Cherry Street, Philadelphia, Pa.*

University Medical Society.

Photographic facsimile (greatly reduced) of the "Certificate of Membership" issued to the individuals who purchased "Medicology."

AMERICAN HEALTH SOCIETY
PHILADELPHIA

Certificate

B. FRANK SCHOLL, Ph.G., M.D.
1420 N. Seventeenth St.
Philadelphia, Pa.

Residence Office Hours { Until 10 A. M. / 2 to 3 P. M. / 6 to 8 P. M.

This Certifies *that the bearer (and immediate family) being a subscriber in good standing to the "LIBRARY OF HEALTH" is entitled to, and shall receive free, prompt and competent advice for a period of two years by or from the consulting physician and chief of staff named below in answer to any query of a medical nature, either by mail or in person at his office.*

This further certifies that the bearer will receive free physical examination, including diagnosis, prescriptions and medical consultation. In seeking advice and treatment by mail, carefully fill out the Society's Symptom Blanks, and give any further information possible. Also give full name and Post Office address, plainly written. Always enclose two cent stamp for reply.

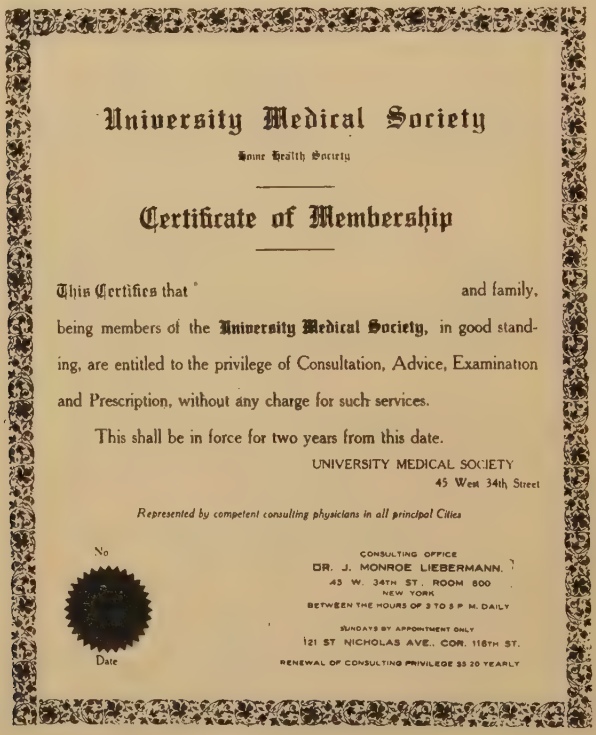
B. FRANK SCHOLL, PH.G., M.D.
P. O. BOX 843, PHILA., PA.

Photographic facsimile (greatly reduced) of the "certificate" issued to purchasers of the "Library of Health" which contains a rehash of much of the material published in "Medicology."

When the complaints against the company were heard before the deputy attorney-general of the state, it is alleged that the defendants asserted that they had sold one million of their publications! The company admitted that the various "health societies" under whose names it did business had no

existence other than trade names. As a result the attorney general ordered the Historical Publishing Company, (1) to use only its charter name, (2) to discontinue using the names of the various "health societies," (3) to stop issuing "certificates" agreeing to treat people and (4) to cease issuing free prescriptions.

In the Middle West the "Historical Publishing Company" apparently operates as the "American Health Society" and is represented by the "Western Distributing Company," with offices in Chicago. The book sold by the Western Distributing Company is the "Library of Health," a pretentious volume of about 1,500 pages. The title page of the "Library of Health" bears the names of three physicians, B. F. Scholl, J. F. Little and F. E. Miller, while the frontispiece is a full page half-tone purporting to be a picture of Dr. B. F. Scholl.



University Medical Society

Home Health Society

Certificate of Membership

This Certifies that ' and family,

being members of the University Medical Society, in good standing, are entitled to the privilege of Consultation, Advice, Examination and Prescription, without any charge for such services.

This shall be in force for two years from this date.

UNIVERSITY MEDICAL SOCIETY
45 West 34th Street

Represented by competent consulting physicians in all principal Cities

No

Date

CONSULTING OFFICE
DR. J. MONROE LIEBERMANN,
45 W. 34TH ST., ROOM 800
NEW YORK
BETWEEN THE HOURS OF 3 TO 5 P. M. DAILY

SUNDAYS BY APPOINTMENT ONLY
121 ST NICHOLAS AVE., COR. 118TH ST.

RENEWAL OF CONSULTING PRIVILEGE $5 20 YEARLY

Photographic facsimile (reduced) of the "Certificate of Membership" used by the "University Medical Society" ("Home Health Society"), with headquarters at 45 W. 34th St., New York City.

THE "LIBRARY OF HEALTH"

According to the subtitle, the "Library of Health" is a "Complete Guide to Prevention and Cure of Disease." The book seems to be a combination reprint and rehash of a similar volume published some years ago under the title "Medicology or Home Encyclopedia of Health." This older volume, instead of being by Drs. Scholl, Little and Miller was by Joseph G. Richardson, M.D.; William H. Ford, A.M., M.D., and C. C. Vanderbeck, M.D., Ph.D., and James P.

Wood, M.D., as "managing editor." The first ninety pages of the "Library of Health" are identical, both text and illustrations, with the text and illustrations appearing in "Medicology." Many other parts of the book show evidences of having been lifted entire from the older volume or even printed from the same plates. Both volumes are copyrighted by E. J. Stanley.

The "Library of Health" gives its readers to understand that diphtheria, scarlet fever and measles and even erysipelas may be due to exposure to sewer gas! The absurdity of such statements, while obvious enough to physicians, may not be so recognized by the purchasers of the "Library of Health." Under "remedies" for cancer the victim is urged to try leeches "for a considerable length of time." The dangers of temporizing in such conditions make this advice particularly vicious.

Persons entirely ignorant of the dangerous character of certain drugs are offered prescriptions containing such poisons as aconite, conium, arsenic, belladonna, chloral, cannabis indica, hyoscyamus, cyanid of potassium, etc.

"PATENT MEDICINE" FOR GONORRHEA

A chapter devoted to gonorrhea contains a paragraph on "Treatment" recommending "the Sanmetto treatment." Sanmetto is thus described:

> "It acts as a great vitalizer, increasing the strength of the reproductive organs, hastening their action, promoting their secreting power and increasing their size."

In the chapter on diphtheria there are eight paragraphs on "treatment." The last paragraph deals with antitoxin and states that although "enthusiasts favor its employment in every case," still "the more conservative men in the profession . . . believe that the field for its employment should probably be limited to cases which present [severe symptoms and to cases which do not respond promptly to ordinary] methods of treatment." The bracketed matter in the quotation just given does not appear in the "Library of Health," although it does appear in the old "Medicology." Evidently in reprinting the old book a line of type was "dropped" so that the statement does not make sense.

VICIOUS ADVICE TO THE SYPHILITIC

The sufferer from syphilis is warned that "mercury and the iodids produce injurious effects if long continued, and should be avoided" and is told that "Hemetesene" should be used. This product, according to the "Library of Health," is "A Vegetable Treatment" and is declared to be "as much a specific for syphilis and blood poisoning as quinin is for intermittent fever." The tremendous amount of harm that the promulgation of such bizarre falsehoods may do can better be appreciated by medical men than by the public.

About seventy pages are devoted to what is termed "a simple method of diagnosing disease by symptoms." The object of this chapter, according to the book, is to "clearly set forth the effect of different diseases" so that "the layman may, in a vast majority of cases, as efficiently diagnose most diseases as the ordinary physician." The reading of the chapter will doubtless leave the average layman in the same frame of mind as was the hero of Jerome K. Jerome's "Three Men in a Boat" who after going through a "home-doctor" book decided that he was suffering from all the diseases named therein except housemaid's knee.

SELF-PRESCRIBING FOR DIPHTHERIA AND SCARLET FEVER

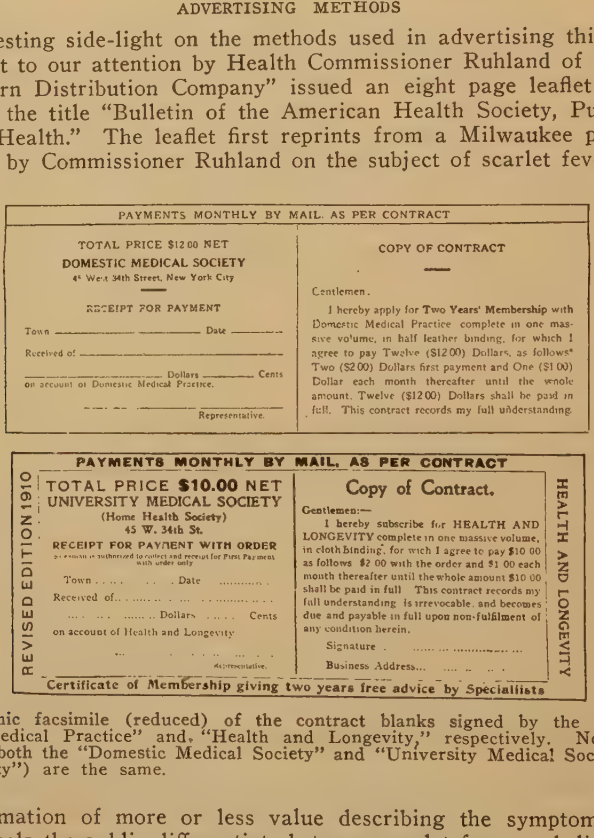
Further to enable the possessor of that little knowledge which is dangerous to drug himself with products that are even more dangerous, over one hundred prescriptions are given said to have been "prepared and used by B. F. Scholl,

M.D., Ph.G., Philadelphia." They are given in Latin and English, respectively, and are arranged alphabetically under diseases ranging from "abscesses" and "asthma" through "diphtheria," "erysipelas," "sore eyes" and "scarlet fever" to "whites," "waterbrash" and "worms." Still another part of the book is devoted to a description of "new remedies." This in effect is a list of "patent" and proprietary medicines describing, among others, "Ammonol," "Baume Analgesique," "Cellasin," "Lymph Orchitic Compound," "Mercauro," "Rheumalgine" (which, by the way, is given more space than any other in the list) and "Trypsogen."

This brief synopsis of portions of the "Library of Health" gives but an incomplete idea of the amount of misinformation, dangerous or worthless counsel, obsolete theories and practice with which the book abounds.

ADVERTISING METHODS

An interesting side-light on the methods used in advertising this book has been brought to our attention by Health Commissioner Ruhland of Milwaukee. The "Western Distribution Company" issued an eight page leaflet on scarlet fever under the title "Bulletin of the American Health Society, Publishers of Library of Health." The leaflet first reprints from a Milwaukee paper statements made by Commissioner Ruhland on the subject of scarlet fever. It then



PAYMENTS MONTHLY BY MAIL, AS PER CONTRACT

TOTAL PRICE $12.00 NET
DOMESTIC MEDICAL SOCIETY
45 West 34th Street, New York City

RECEIPT FOR PAYMENT

Town _____ Date _____
Received of _____
_____ Dollars _____ Cents
on account of Domestic Medical Practice.
_____
Representative.

COPY OF CONTRACT

Gentlemen.

I hereby apply for Two Years' Membership with Domestic Medical Practice complete in one massive volume, in half leather binding, for which I agree to pay Twelve ($12.00) Dollars, as follows: Two ($2.00) Dollars first payment and One ($1.00) Dollar each month thereafter until the whole amount, Twelve ($12.00) Dollars shall be paid in full. This contract records my full understanding.

PAYMENTS MONTHLY BY MAIL, AS PER CONTRACT

REVISED EDITION 1910

TOTAL PRICE $10.00 NET
UNIVERSITY MEDICAL SOCIETY
(Home Health Society)
45 W. 34th St.

RECEIPT FOR PAYMENT WITH ORDER

Town . . . . . Date . . . . . .
Received of. . . . . .
. . . . . Dollars . . . . . Cents
on account of Health and Longevity
. . . . . .
Representative.

Copy of Contract.

Gentlemen:—

I hereby subscribe for HEALTH AND LONGEVITY complete in one massive volume, in cloth binding, for wich I agree to pay $10.00 as follows $2.00 with the order and $1.00 each month thereafter until the whole amount $10.00 shall be paid in full. This contract records my full understanding. is irrevocable, and becomes due and payable in full upon non-fulfilment of any condition herein.

Signature . . . . . .
Business Address. . . . . .

HEALTH AND LONGEVITY

Certificate of Membership giving two years free advice by Specialists

Photographic facsimile (reduced) of the contract blanks signed by the purchasers of "Domestic Medical Practice" and, "Health and Longevity," respectively. Notice that the addresses of both the "Domestic Medical Society" and "University Medical Society" ("Home Health Society") are the same.

gives information of more or less value describing the symptoms and purporting to help the public differentiate between scarlet fever and diphtheria. It very properly declares that cases such as it describes should all be considered serious and a physician summoned, and it also informs the public that all cases of scarlet fever or other contagious disease must be reported.

The "Bulletin" closes with the statement that the information contained in it has been "selected" from the "Library of Health." It is, presumably, sent out as a means of allowing their "demonstrators" more easily to approach possible purchasers.

Aside from any inherent dishonesty that may or may not attach to the scheme of selling these various books and "certificates," the plan has certain fundamental fallacies. The book, at least in some instances, is over a quarter of a century old. Including, as some of the books do, scores of prescriptions. it will inevitably lead the purchaser to attempt self-treatment of conditions that may be dangerous not only to the individual but to the community. The bulk of the books—1,500 pages or more—is such that the reader either gets an ill-digested conception of their contents or will develop an unhealthy habit of physical introspection.

Up-to-date books of one hundred or two hundred pages written by men of standing and dealing with principles of prevention rather than with details of treatment are of far greater value to the public in the preservation of health and can be and are sold at a legitimate price. It is the bulky pretentiousness of the "health books" together with the added inducement of alleged free medical service given as a premium that makes it possible for a price of ten, twelve or eighteen dollars to be asked and obtained. There is no legitimate excuse, either from the standpoint of economics or health preservation, for selling mediocre publications, with alleged medical service as a premium, at a price that is out of all proportion to the value received.—(*With additions, from The Journal A. M. A., April 21, 1917.*)

[Soon after the preceding article had appeared in THE JOURNAL we received a letter from the instructor in a high school of a Milwaukee (Wis.) suburb. The letter read, in part, as follows:

"Could you give me some information as to the standing of the 'American Health Society' and does the American Medical Association endorse the publication 'Library of Health' gotten out by this 'American Health Society?' Some of the parents of the pupils have asked me to investigate this. A few weeks ago a number of women appeared in the city, representing themselves as graduate nurses with the American Red Cross Society; they visited a number of homes and sold the book 'Library of Health' for which $2.40 was paid down and the balance of $10.00 was to be paid in installments according to a contract signed by the purchaser. This contract the purchaser does not hold. When the book was delivered and examined it was found to be 'American Health Society' instead of American Red Cross Society. These salesladies seemed to convey the impression that it was the Red Cross and in these stirring times they led a number to take the book. Then along comes a number of circular letters from a 'Western Distributing Company' of Chicago to collect the $10. The purchasers do not want the book and offered to return it and have the $2.40 refunded but this Distributing Company claims that they hold a binding contract and will force collection, etc. Furthermore, one of these saleswomen stated to one of the purchasers that she had called upon the family physician of this purchaser and that he had endorsed the book. Upon investigating, it was found that this was not true. Also this doctor stated that the teaching in the book was fallacious."]

SWOBODA'S "CONSCIOUS EVOLUTION"

Quackery is always versatile. It seeks to turn to account the latest therapeutic fads or fashions. Especially noticeable has been the tendency in the past few years to capitalize the altogether admirable trend on the part of the public toward exercise. Numerous "systems" of exercise have been advertised under claims that seem to have been limited only by the vocabularies and imagination of those exploiting them. All of these "systems" being in their essentials both old and obvious, it has been necessary to create, as "selling points," elements either of mystery or of pseudo-science which are presented with all the plausibility known to the art of advertising.

For some years Alois P. Swoboda, once of Chicago and Washington, D. C., but now of New York City, has been selling a mail-order "course" in his "System of Physiological Exercise." Naturally, the cure and alleviation of disease is part and parcel of the "system," for this may always be counted on to widen the appeal and to provide the opportunity of using the ubiquitous testimonial whose commercial value is as large as its scientific value is small.

CONSCIOUS EVOLUTION

"Conscious Evolution" is Swoboda's shibboleth. Not that it means anything, but it sounds rather scientific and can be counted on to impress both the thoughtless and that still larger class of individuals who merely think they think. Swoboda is not the first to appreciate that a meaningless phrase, if couched in pseudo-technical language, paraded frequently and solemnly with a lavish use of italics, capitals and blackfaced type, may be counted on effectually to take the place of thought or common sense.

"Conscious Evolution" seems to have been a bright afterthought, for Swoboda's present advertising booklets differ chiefly from the earlier editions in the substitution of the phrase "Conscious Evolution" for what was formerly "Swoboda's System." According to Swoboda:

". . . Conscious Evolution. . . . IS BASED UPON A DISCOVERY IN THE CELLS OF THE BODY WHICH I MADE, AND WHICH HAS REVOLUTIONIZED THE EFFECT OF EXERCISE."

The curative claims made for the Swoboda System have undergone those changes from the "lie direct" to the "lie with circumstance," which in the past few years have characterized advertising through the whole field of quackery. Take for example, these claims made some years ago by Swoboda:

"It is the only natural, easy and speedy method for obtaining perfect health, physical development and elasticity of mind and body. ABSOLUTELY CURES CONSTIPATION, INDIGESTION, SLEEPLESSNESS, NERVOUS EXHAUSTION AND REVITALIZES THE WHOLE BODY." [Capitals in the original.—ED.]

THE LIE WITH CIRCUMSTANCE

No longer will you find these frank and open falsehoods in the Swoboda advertising; the method of today is less direct. Note for instance the latter day substitute for his older claim that his system "Absolutely Cures Constipation":

"Regarding constipation, I wish to say that I have treated not less than 37,000 people by my System for this ailment alone, and I have yet to learn of the first failure."

No longer do Swoboda's exercises "absolutely cure indigestion," but

". . . . my System has been the greatest success in correcting, permanently, all forms of functional digestive troubles."

Before leaving the past it seems worth while, even if only for purposes of perspective, to quote a few of the older claims:

"You can be physically just what you wish to be. You can have reserve vitality for every emergency. *I guarantee it."*—(*Literary Digest,* Jan. 31, 1914.)

"My book [advertising booklet] will give you a better understanding of yourself than you could obtain from a college course. The information which it imparts cannot be obtained elsewhere at any price."—(*Harper's Weekly,* March 6, 1915.)

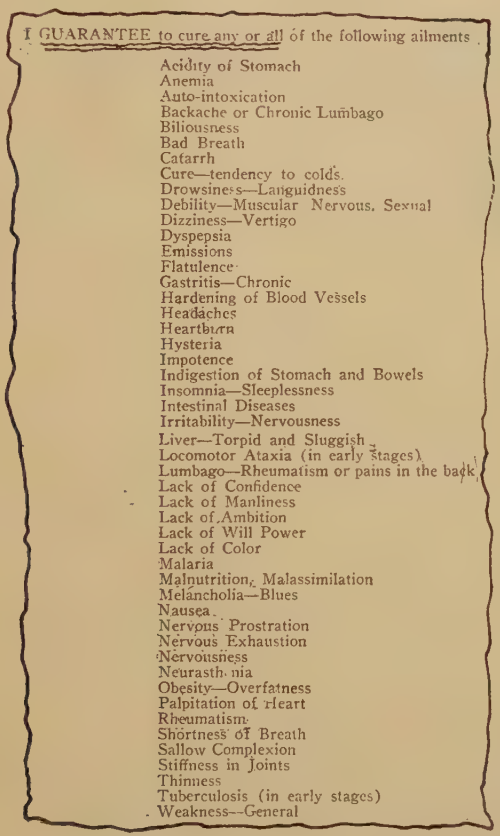
"The Swoboda System can make you tireless, improve your memory, intensify your will power, and make you physically just as you ought to be. I promise it."—(*Vanity Fair,* May, 1915.)

"Swoboda, the world's greatest builder of men, has discovered a remarkable system of rejuvenating the cells . . ."—(*Literary Digest,* May 6, 1916.)

It is not to be inferred from the matter quoted that Swoboda's claims have become more truthful; they are merely more cautious. Take for example the following quotations, describing Swoboda's "System," that appeared in a half-page advertisement of *Collier's* as recently as March 2, 1918, under the screaming headlines: "How to be a Giant in Energy, Health and Mind":

"A unique, new and wonderful discovery that furnishes the body and brain cells with a degree of energy that surpasses imagination."

"This new system . . . has already resulted in the complete recovery of thousands upon thousands of 'extreme' cases . . ."



I GUARANTEE to cure any or all of the following ailments

Acidity of Stomach
Anemia
Auto-intoxication
Backache or Chronic Lumbago
Biliousness
Bad Breath
Catarrh
Cure—tendency to colds
Drowsiness—Languidness
Debility—Muscular Nervous, Sexual
Dizziness—Vertigo
Dyspepsia
Emissions
Flatulence
Gastritis—Chronic
Hardening of Blood Vessels
Headaches
Heartburn
Hysteria
Impotence
Indigestion of Stomach and Bowels
Insomnia—Sleeplessness
Intestinal Diseases
Irritability—Nervousness
Liver—Torpid and Sluggish
Locomotor Ataxia (in early stages)
Lumbago—Rheumatism or pains in the back
Lack of Confidence
Lack of Manliness
Lack of Ambition
Lack of Will Power
Lack of Color
Malaria
Malnutrition, Malassimilation
Melancholia—Blues
Nausea
Nervous Prostration
Nervous Exhaustion
Nervousness
Neurasthenia
Obesity—Overfatness
Palpitation of Heart
Rheumatism
Shortness of Breath
Sallow Complexion
Stiffness in Joints
Thinness
Tuberculosis (in early stages)
Weakness—General

Before Swoboda had developed his bump of caution his claims were of the "lie direct" type. Above is a photographic reproduction (reduced) from a booklet sent out some time ago as part of the "come-on" literature of the Swoboda "System." This long list of ailments which Swoboda "guaranteed" to "cure" no longer appears in the present advertising matter.

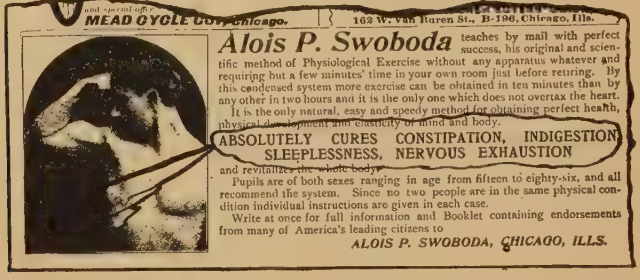
". . . it accomplishes seemingly impossible results entirely without the use of . . . exercises . . ."

". . . this system does its revolutionizing work without asking you to do anything you do not like and neither does it ask you to give up anything you do like."

"When we lack energy and power, when we are listless, when we haven't smashing, driving power back of our thoughts and actions, when we must force ourselves to meet our daily business and social obligations, when we are sick or ailing . . . it is simply because certain cells are weak and inactive or totally dead. . . . These facts . . . were discovered by Alois P. Swoboda and resulted in his marvelous system of cell-culture."

ANSWERING THE ADVERTISEMENT

Having read the very plausible advertisements—and Swoboda evidently spends a good deal of money not only for the space of his advertisements, but also for the "copy"—one writes to Swoboda and receives in return a form-letter so prepared as to simulate an individual communication. In this letter Swoboda says that he is enclosing his book "explaining the human body"—a mere bagatelle—and giving complete information regarding his "sys-


MEAD CYCLE Co., Chicago.
162 W. Van Buren St., B-190, Chicago, Ills.
Alois P. Swoboda teaches by mail with perfect success, his original and scientific method of Physiological Exercise without any apparatus whatever and requiring but a few minutes' time in your own room just before retiring. By this condensed system more exercise can be obtained in ten minutes than by any other in two hours and it is the only one which does not overtax the heart.
It is the only natural, easy and speedy method for obtaining perfect health, physical development and elasticity of mind and body.
ABSOLUTELY CURES CONSTIPATION, INDIGESTION, SLEEPLESSNESS, NERVOUS EXHAUSTION
and revitalizes the whole body.
Pupils are of both sexes ranging in age from fifteen to eighty-six, and all recommend the system. Since no two people are in the same physical condition individual instructions are given in each case.
Write at once for full information and Booklet containing endorsements from many of America's leading citizens to
ALOIS P. SWOBODA, CHICAGO, ILLS.

A reduced reproduction of one of Swoboda's old advertisements. No longer does Swoboda claim to "absolutely cure" constipation, indigestion, etc.; his claims in this direction are now of the indirect type in which, through testimonials, the same ideas are conveyed to the public.

tem." The book is entitled "Conscious Evolution," and is practically identical with a book sent out earlier by him entitled "Evolutionary Exercise." About one half of the book is devoted to testimonials. The letter explains further that Swoboda's "course" is given in six lessons with one week's interval between lessons. The charge "is always the same, $20 for the complete course." Attention is also called to the enclosed diagnosis blank which the recipient is asked to fill out and send with the twenty dollars. Not that Swoboda calls it a diagnosis blank; "Health Statement" is the more cautious appellation.

If the first letter is not answered, a second comes in due time again urging that $20 be sent and enclosing another diagnosis blank. This letter, if ignored, is followed by a third and it by a fourth. Should the fourth letter bring no response, a period of a few months elapses and a fifth comes marked "personal." In the fifth letter, in spite of the statement reiterated in the first four letters that the charge is never less than $20, his letter offers for $10 the same course "for which I have asked $20 of you in my former letters." Should this letter also fail to bring grist to Swoboda's mill, another period elapses and the sixth letter—also marked "Personal"—arrives offering the regular $20 course "on the following terms: $5 in advance, and $1 per week for five weeks. . . ." Should this persuasive letter also be ignored, the seventh "personal" epistle comes, with this postscript:

"P. S.—Just as a secret between ourselves, and because we have corresponded for such a long time, and to prove to you that I am more than willing to meet you half way, you may have my entire $20.00 course, complete, for only $5.00, provided you send your money and health statement by return mail. Borrow the money if you must."

SOME SWOBODA QUESTIONS ARE ANSWERED

Two of Swoboda's "Health Statements" were filled in and sent to him with the required fee. They purported to come from two individuals, Mr. A. and Mr. B. In order to appraise Swoboda's diagnostic abilities, these blanks were

so filled that wherever Mr. A. answered a question in the affirmative Mr. B. answered it in the negative. To give our readers a clear idea of the character of the questions, we reproduce a few of them and the replies sent in by the hypothetical Messrs. A. and B.:

Questions	Mr. A	Mr. B
Is it necessary to drive yourself into performing your duties?	*No*	*Yes*
Are you inclined to be languid?	*Yes*	*No*
Are you inclined to be listless?	*Yes*	*No*
Are you inclined to be lazy?	*No*	*Yes*
Are you inclined to be weak?	*No*	*Yes*
Are you inclined to be tired?	*Yes*	*No*
Are you ambitious?	*Yes*	*No*
Are you full of vitality?	*Yes*	*No*
Do you desire greater mental and physical energy?	*Yes*	*No*
Do you fear to meet and talk to people?	*No*	*Yes*
Are you nervous when in a crowd?	*No*	*Yes*
Are you mentally sluggish?	*No*	*Yes*
Is your memory poor?	*No*	*Yes*
Are you too thin?	*No*	*Yes*
Are you drowsy after your meals?	*No*	*Yes*
Are you generally run down?	*No*	*Yes*
Do people tell you that you look the picture of health?	*Yes*	*No*
Are your lips red and full of blood?	*Yes*	*No*
Have you a desire for food on arising?	*Yes*	*No*
Do you have distress after eating?	*No*	*Yes*
Do you get dizzy?	*No*	*Yes*
Have you pimples on face and body?	*No*	*Yes*
Headaches?	*No*	*Yes*
Nauseated?	*No*	*Yes*
Is your tongue coated?	*No*	*Yes*
Breath bad?	*No*	*Yes*
Are you nervous?	*No*	*Yes*
Does your heart palpitate long after any excitement?	*No*	*Yes*
Do you feel weak and exhausted after excitement?	*No*	*Yes*
Are you impatient?	*No*	*Yes*
Do you feel refreshed upon arising?	*Yes*	*No*
Do you have catarrh of the nose and throat?	*No*	*Yes*
Do you urinate frequently?	*No*	*Yes*
Are you troubled with rheumatism?	*No*	*Yes*
Is there any tendency to tuberculosis in your family?	*No*	*Yes*

SWOBODA'S DIAGNOSIS

Mr. A. and Mr. B. each received a letter acknowledging the receipt of the money for the course and stating that before finishing the letter Swoboda would give his "opinion of your condition." According to Swoboda, here is what ailed Mr. A.:

"Your trouble is due to your inability to eliminate poisons from your system sufficiently rapid. This is due to inactivity of those nerve centers which preside over this function. Consequently there is an accumulation of waste and poison in your blood, which, in turn, weakens the tissues (both muscular and nervous) of your body, thus decreasing your nervous force, and deranging at time all the functions of the body."

Needless to say, according to Swoboda, his "system" would correct these various conditions. Mr. B.'s condition was thus diagnosed:

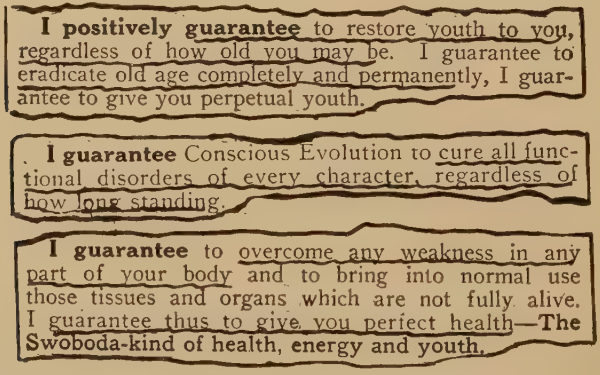
"Your difficulty is due to periodic congestions of the cells of your body and brain. By disciplining these cells and rendering the entire organism more alive, not only will you cease to be congested, but the cells will be able to develop more energy for you, and you will become thoroughly well. It will be impossible for you to feel depressed, melancholy, blue or discouraged. On the other hand you will feel hopeful, enthusiastic, full of life, and happy, and all the difficulties which you may have, in consequence of life being inferior within your body, will be overcome."

This happy condition was to be produced, of course, by Mr. Swoboda's "System."

THE SWOBODA "COURSE"

The "Course" itself consists of six lessons. Each lesson comprises a single page of paper (letter size) on which are typewritten instructions for certain exercises. On the margins are somewhat crude cuts, obviously put in with a rubber stamp, illustrating the positions assumed in the respective exercises. As the lessons bear the copyright date of 1901, the presumption is that they are the same as those Swoboda was selling seventeen years ago. Lesson I comprises five exercises; Lessons II, III, IV and V, three exercises each and Lesson VI, two exercises. The exercises themselves are elementary.

The "Lessons" received by Mr. A. and Mr. B. *were identical!* The first exercise in Lesson I consists in standing with the arms held close to the body and then flexing the forearms alternately. Mr. A. was instructed to do this sixteen times and Mr. B. to do it twenty times. The second exercise of the same lesson is performed by holding out the arms horizontally and laterally, palms up, and then flexing the forearm. Mr. A. was to do this ten times; Mr. B., fifteen times. In the third exercise of the first lesson the arms are extended laterally, palms forward, then brought forward until the palms meet. Mr. A. was told to do this fifteen times and Mr. B. twenty times. The fourth and fifth exercises of the first lesson are equally simple, and Mr. A. and Mr. B. were each to perform them exactly the same number of times.

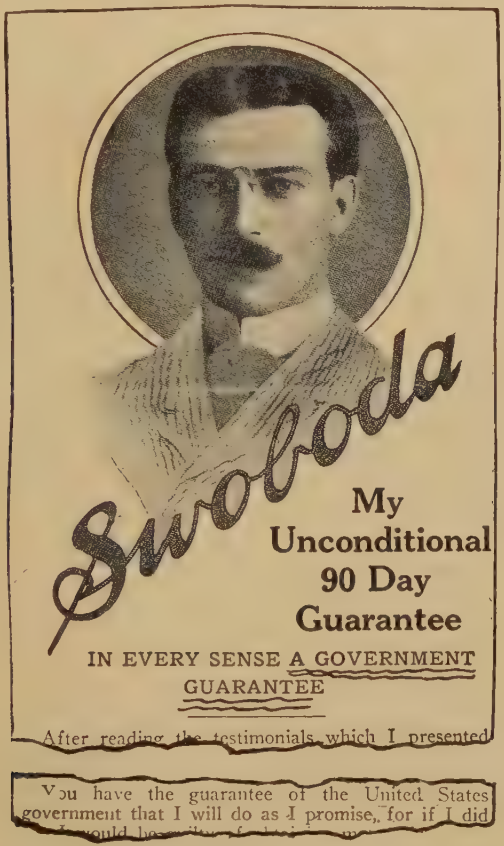

I positively guarantee to restore youth to you, regardless of how old you may be. I guarantee to eradicate old age completely and permanently, I guarantee to give you perpetual youth.
I guarantee Conscious Evolution to cure all functional disorders of every character, regardless of how long standing.
I guarantee to overcome any weakness in any part of your body and to bring into normal use those tissues and organs which are not fully alive. I guarantee thus to give you perfect health—The Swoboda-kind of health, energy and youth.

Photographic reproduction (reduced) from Swoboda's advertising in 1918. Evidently Ponce de Leon looked in the wrong place for the fountain of youth!

Lesson II, as has already been said, consists of three exercises. In the first exercise the arms are held out horizontally and laterally with the palms down and the hands tightly shut, then the wrists are bent up and down, slowly and rigidly. In the second exercise the arms are held out laterally and horizontally with the palms down, then with the muscles of the shoulders and upper back rigid the shoulder blades are drawn close together and the arms down to the sides, keeping the muscles rigid on the downward motion. In the last exercise of this lesson the arms are extended laterally and horizontally, palms up, the muscles of the arms and shoulders made rigid and the arms then drawn up straight above the shoulders, keeping the muscles rigid on the upward motion only.

Each of the three exercises of Lesson II was to be performed twelve times by Mr. A. and sixteen times by Mr. B. All of the rest of the exercises in Lessons III, IV, V and VI, respectively, were to be performed *exactly the same number* of times by Messrs. A. and B.

An analysis shows, then, that if you are inclined to be languid, listless, tired and ambitious, as was Mr. A. (*vide* "Health Statement") and wish to overcome this condition you should flex your arms sixteen times. Should you, however, be mentally sluggish, of poor memory, too thin, drowsy after your meals and generally run down, as was Mr. B. (also *vide* "Health Statement") the arms should be flexed twenty times. Should you have a desire for food on arising; should you have lips that are red and full of blood and should people tell you that you look the picture of health, then flex the


Swoboda
My Unconditional 90 Day Guarantee
IN EVERY SENSE A GOVERNMENT GUARANTEE
After reading the testimonials which I presented
You have the guarantee of the United States government that I will do as I promise, for if I did

For some years Swoboda conveyed the impression that the United States Government stood back of his claims. Later he seems to have dropped this false and misleading statement. Why?

forearm ten times. But should you have distress after eating, get dizzy, have pimples on face and body, headaches, nausea, coated tongue and bad breath, then flex the forearm fifteen times. Should you suffer from catarrh of the nose and throat, urinate frequently, be troubled with rheumatism and have a family tendency to tuberculosis, then bend the wrists up and down sixteen times as against twelve times if you are not troubled in any such way.

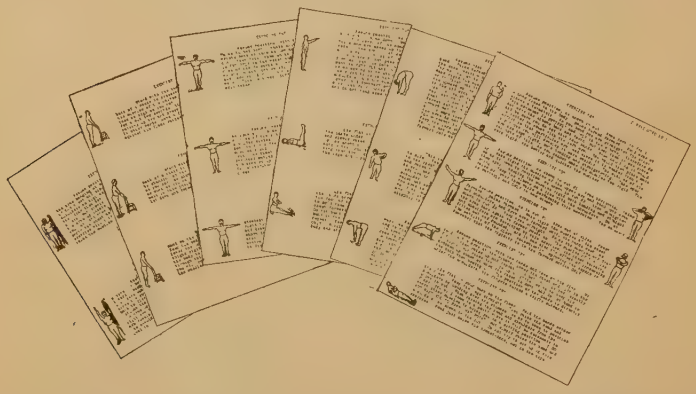
If Mr. Swoboda is not too busy taking in the easy money obtained by imparting his secret of the "discovery in the cells"—should it be "sells"?—he must get a vast amount of amusement out of his diagnosis and the prescriptions he offers therefor. We surmise, however, that a sense of humor would long ago have unfitted Mr. Swoboda for his business.

THE "DISCOVERY IN THE CELLS"

What, one may ask, constitutes the wonderful "discovery in the cells of the body" which Swoboda claims to have made and "which has revolutionized the effect of exercises"? What is the "principle" of the "Swoboda System?" Let the booklet answer:

"This principle is the scientific antagonization of the energies and forces residing in the positive and negative cells of the brain, nervous system and muscles."

This is a little vague, but one must not expect clarity in "come-on" literature. After the money has been sent for the complete course the first "lesson"



Swoboda's "Course" consists of six "lessons" containing in all nineteen exercises. The "lessons" are typewritten and crudely illustrated by means of figures obviously put in with a rubber stamp. Above is a greatly reduced facsimile of the "Course"—price $20, $10 or $5, according to the ease with which you part with your money.

clears up the mystery. The sum and substance of Swoboda's "System" is that of "using one muscle to resist or antagonize another." For example, in the first exercise of the first lesson, which consists of nothing more unusual than flexing the forearm on the arm, he tells his "pupils"—or "patients"—to attempt to contract the triceps muscles at the same time that the biceps are contracted for the purpose of producing flexion. This in brief is what Swoboda has labeled "Conscious Evolution" or the "Swoboda System." As one of the letters puts it:

". . . the antagonism of the muscles is, in reality, more than 95 per cent. of the potential element of my system."

SUMMARY

It is hardly necessary to tell physicians that there is nothing new in the principle of resistive exercises. Such "tension exercises" or "static exercises" have been used for years and more than a third of a century ago the Schotts of Nauheim were regularly employing "self-restraining gymnastics" (*Selbhemmungs-gymnastik*) in their treatment of chronic diseases of the heart. That

the exercises may be of value in selected cases is readily admitted, but it is obvious that Swoboda is neither competent to determine, nor, even if he were competent, capable, under his mail-order plan, of deciding in what cases the exercises may be harmful. The claim that Swoboda has made that his "instruction is entirely individual" and "just as personal as if you were my only pupil," is pure buncombe.

The objection to Swoboda's business lies, not in what he sells, but in the way he sells it. As a commercial undertaking, it would be impossible to sell the typewritten instructions for the simple exercises which constitute Swoboda's "course" if the public knew what it was going to get for its money. The reason Swoboda is able to purchase high-priced space in magazines to exploit his "System" is that he deceives the public into believing that he offers something not to be obtained elsewhere.

When Swoboda says that he will "positively guarantee to restore youth to you, regardless of how old you may be," he falsifies. When he says that he will "guarantee to eradicate old age completely and permanently" and "give you perpetual youth," he falsifies again. When Swoboda says that he will "guarantee Conscious Evolution to cure all functional disorders of every char-

The picture on the left will be recognized as the one used by Swoboda in his advertising. Until about 1918 there was nothing to indicate that it did not represent the Swoboda of today. Then Swoboda seems to have added to *his circular matter* an additional picture of himself. This is reproduced (reduced) on the right. In his booklet Swoboda explains that the picture on the left represents him as he was twenty years ago, while the other picture represents him as he is now.

A comparison of the two pictures is interesting, in view of the fact that Swoboda "guarantees" to "give perpetual youth" to those who take his "course." Obviously Swoboda has failed to stem the ravages of time in his own case—at least in so far as loss of hair is concerned.

acter, regardless of how long standing," he talks like a quack, and when he says that he will "guarantee to overcome any weakness in any part of your body" and "to give you perfect health," he *is* a quack. In brief, the case against the so-called Swoboda System may be summed up by saying that "Conscious Evolution" is a meaningless phrase whose apparent use is to obtain money by misleading and deceiving the public; that the Swoboda exercises are neither new nor original; that the entire Swoboda scheme is quackery of the "physical culture" type.—(*From The Journal A. M. A., March 16, 1918.*)

A Letter.—*To the Editor:* In the history of medicine and surgery, especially of the Egyptians and the old Hellada, exercise or physical culture went hand in hand with the healing arts for centuries up to the present so-called modern education. As believers in healthy, strong, proper living and of all systematic efforts of development of our bodies and minds, you cannot blame us if we always welcome your articles in the Propaganda for Reform department justly attacking quackery, pseudo-science, *et tuti quanti.* In the last issue you gave

us the best in regard to the humbugs in advertising of so-called systems of gymnastics, home physical culture, etc. Swoboda's "Conscious Evolution," his daring and all his nonsense with all the refinement for selling was known to us for years and since 1890 as he started to "humbug" the others in Omaha, as the active member of our gymnastic association of Sokols. He soon found out that he could not stay with us and went finally to Chicago, Washington and New York. Right here he connected his advice of a medical character, on the mail-order plan, with a "Course" or six lessons of simple exercise, free calisthenics, as he learned them in our gymnasiums or he is selling, for $20, our groups of selected exercises which have been used in our schools since 1862 as his "original wonderful discovery." We have exposed this and similar concerns in our paper many times and congratulate you on your article in the same direction. Will you be kind enough to allow us to translate the article on this Swoboda business, which was accepted even in the advertising columns of the best of our magazines, not only to the detriment of the pocketbooks of their readers, but also with all the dangers of quackery to their health.

DR. J. RUDIS-JICINSKY.

Editor, *Sokol Americky,* Chicago.

Swoboda's Advertising.—This, from the opening paragraph of a heart-to-heart letter of Swoboda—the gentleman who will "guarantee to give you perpetual youth"—to a prospective sucker:

"You will never forgive me, and I could never forgive myself, nor could the creative forces of the Universe forgive us, if I failed to bring you to the point of evolutionizing, consciously, progressively, and intensively."

As an advertising blurb, this ranks high. Although possibly the fourth paragraph from the same letter is almost as good:

Through Conscious Evolution, I convert weakness into strength, illness into health, fear into confidence, timidity into courage, worry into optimism, a negative personality into a positive personality, and old age into youth.

And the production of super-men no longer is to be confined to the Central Empires, for:

Conscious Evolution has made possible for everyone the possession of super-health, super-vitality, super-courage, super-aggressiveness, super-mental power, and super every power.

And this is the sort of stuff which staid and respectable publications are willing to advertise, and even, if necessary, editorially defend. Evolution, we are told, has taken a million years to make a man out of a monkey; modern advertising reverses the process in a day.—(*From The Journal A. M. A., Sept. 28, 1918.*)

ARE PHYSICIANS SELFISH IN OPPOSING FRAUDULENT "PATENT MEDICINES"?

We have, at various times, referred to the stock argument of the manufacturers to the effect that the medical profession is actuated by selfishness in giving the public the facts regarding fraudulent "patent medicines." As we have said before, there never was, in fact, a weaker argument, although, superficially, it is doubtless accepted by many who have given the question no thought. Every physician knows that the lurid advertisements of fraudulent "patent medicines" send many, many patients to his office. Every physician who has been in practice any length of time knows also that the sale and use of fraudulent "patent medicines" are responsible for many cases of prolonged sickness, due

to the neglect of disease in its early stages. That the physician can possibly be actuated by altruistic motives in giving the public facts on a subject on which his special knowledge peculiarly fits him to speak authoritatively, is never admitted by the manufacturer of fraudulent nostrums. Those who thus charge the medical profession with bad faith may fool some people some of the time, but they don't fool the druggists of the country. No better illustration of this fact can be given than an editorial that appears in the current (March) issue of the *Druggists' Circular*, a journal that represents all that is best in the profession of pharmacy. The editorial, which appeared under the title, "Manufacturers of Nostrums Blind to Physicians' Humanitarianism," is here given:

"One of the favorite arguments of the fakers who oppose the letting in of the light on their fakery by physicians, health officers and the better class medical journals, is that the fake medicines are cutting into the doctors' practice and the doctors are therefore financially interested in putting the fakers out of business. That there is no foundation in truth for such an argument so far as physicians of professional standing are concerned, is well known to pharmacists generally. If there are any who do not realize that medicine is among the most altruistic professions, even if it is not the most altruistic, they have only to consider what physicians are doing to prevent disease, in order to be forced to such a realization.

"Mosquitoes, flies and other insects disseminate the germs of yellow fever, typhoid fever and other diseases. Physicians discovered this fact. Did they keep it to themselves, or did they publish it broadcast to the world? If the medical profession were as eager for practice as the nostrum fakers would have us believe, they would have said among themselves: Flies and mosquitoes are our best friends; they cause sickness and the more sickness there is the busier we are and the more money we collect. That is what the nostrum fakers would have said, and their minds are so constituted as to be unable to entertain a thought of a man's doing for the sake of humanity something which appears on its face to be depriving him of a part of his income; it is the possession of that kind of mind that leads a man into the business of trifling for profit with human health and life.

"Boards of health everywhere are endeavoring to abate those nuisances which are the cause of sickness. Members of the medical profession are like members of a fire department in that they seek to prevent the very thing which makes their calling a necessity. What would we think of a fireman who purposely permitted a conflagration in order that his comrades might show the city how important it was to keep up a well-paid fire department? And what would be thought of a man who charged the firemen of the country with opposing, on the ground that it was cutting into the firemen's business, some device for putting out fires, when the firemen themselves knew the device to be a fake, and an obstacle to fire prevention—a menace because of the false sense of security which it gave in time of danger?

"Physicians need no help from us to set them right before the world. We are not offering this as any such help. We write it merely to call anew the attention of our readers to facts with which they are already conversant in order that they may not be misled by the false pretenses of those whose interest it is to mislead them. Much is said and written about the relations between physicians and pharmacists, the subject being one of the most hackneyed in the literature of our calling, but so long as every pharmacist knows a self-sacrificing doctor who is a sort of counterpart of old Willum MacLure, and every physician knows a pharmacist on whom he may rely as guide, philosopher and friend, those relations are not going entirely to the bad. And neither are the druggists going to allow the nostrum fakers to poison their minds against the doctors, for among druggists there is a strong spirit of humanitarianism which enables them to see a side of the medical profession to which the nostrum men are blind."—(*From The Druggists' Circular, March, 1916.*)

KILLING PUBLIC HEALTH LEGISLATION

The "patent medicine" fraternity is again up to its old tricks in attempting to defeat legislation that has for its object the protection of the public health. During the past few months some states, recognizing that the public had the right to know what it is taking when it prescribes for itself, have introduced bills in the legislatures which would regulate to some extent the sale of "patent medicines" and would require, among other things, the statement of the names and quantities of the active ingredients of such medicines. Such a bill was introduced in the legislature of North Carolina and it had the approval not only of the state board of health but also of the newly elected governor of that state. The "patent medicine" interests chloroformed the bill!

There are now before the state legislatures of Michigan and North Dakota, respectively, two bills which the "patent medicine" people are fighting tooth and nail. Not that the opposition comes openly and frankly from the nostrum interests; that isn't their way of doing business. The Thompson-Koch Co., a Cincinnati advertising agency, is the "Bunty" who "pulls the strings." We have just received from Michigan a circular letter which, according to our informant, "has been sent to every druggist in Michigan." It is in opposition to House Bill No. 187 introduced by Representative Littlejohn. Here is the letter:

THE THOMPSON-KOCH CO.

ADVERTISING AGENCY

NEWSPAPERS, STREET CARS, MAGAZINES, BILLBOARDS, ETC.

32 West Sixth Street,
Cincinnati, O.

"Please write or wire members of your State Legislature to use every legitimate influence to kill Michigan House Bill No. 187 by Littlejohn so-called formulæ disclosure registration and license bill would result in withdrawal of all advertising and sale of package, household medicines, cosmetics and hair tonics in your state. That is result desired by members of doctors trust who are responsible for and back of this same bill in twenty different states and defeated every time. We believe doctors trust thinks they control the Michigan Health Department. Withdrawal of advertised package medicines and household medicines would result in inevitable increase in useless, dangerous and needless operations and would compel a doctor's fee in every slight ailment. It is monstrous, vicious, mercenary and puts life and death in hands of political doctors without restraint, law or competition. The true object of this bill is to kill self-medication and compel your people to pay doctors fee in every slight ailment. The privacy of homes of people of Michigan in great danger. No possible good can result from this legislation. Advertised package medicines and household medicines are already governed by the strictest United States Food and Drugs Law, the Sherley Law, the Harrison Anti-narcotic Act and the United States Internal Revenue department's rulings on alcohol in medicines and the States Food and Drugs Act of Michigan. Do you know however, that the doctors medicines in your state are entirely unregulated, but certainly should be. Doctors trust bill exactly like this one has just been defeated in North Carolina and it should surely be defeated decisively in your state. This is so important that we ask you to wire your Members of Legislature to defeat House Bill No. 187, and you will earn gratitude of the people of your state in defeating what we believe an under-handed attempt of doctors trust to prevent freedom in selling household medicines in your state. Fight it hard. Think, work quick to defeat this unjust bill. Thanks for help.

The Thompson-Koch Advertising Agency."

The State Dairy and Food Department of Michigan has just issued a circular concerning House Bill No. 187. The facts it recites make interesting

reading in connection with the highly colored piece of fiction sent out by the Thompson-Koch Advertising Agency. Here it is:

"The State Dairy and Food Department is charged by law with the inspection of all drugs and medicines as well as food in this state. It is made the duty of the department to find out what people put into their stomachs for medicines as well as foods. There are several thousands of proprietary remedies on the market. Many of them have merit, some are useless, and some are plain frauds, like the consumption and cancer cures. To analyze and inspect all these remedies would cost the state a great deal of money and yet the people should be protected from imposition in the medicine line.

"The State Dairy and Food Department, after careful study of the situation, drafted a bill to meet the situation fairly for all concerned. House Bill No. 187, introduced by Representative Littlejohn, is not the product of any so-called 'Doctors' Trust.' It was drawn by the Dairy and Food Commissioner. No doctor except Representative Littlejohn ever saw it before it was introduced. No doctor was consulted in the drafting of it. It is being misrepresented by advertising agencies and others as a 'formula disclosure' bill. There is not a line in it compelling the disclosure of any formula. The bill simply provides that manufacturers of proprietary remedies shall register the names and furnish a sample of their product to the Dairy and Food Commissioner. This saves the state the expense of traveling inspectors to pick up the samples. It provides that each manufacturer shall pay to the department $10 for the first registration and $5 for each subsequent one to meet the cost of inspection and analysis. If the manufacturer wishes to avoid paying this inspection fee he can do so by disclosing his formula and thus save the department the expense of analysis, but if he pays the inspection fee he is not obliged to disclose the formula. No manufacturer of a meritorious proprietary remedy can reasonably object to the provisions of this bill. The objections of the manufacturers of fakes should be disregarded. The bill will make conditions better for the owner of a preparation of merit. The only restriction on advertising in the bill is that advertisements of remedies claiming to cure consumption, cancer and other admitted non-curable diseases, should be prohibited. All reputable newspapers already refuse this kind of advertising. Yearly the manufacturers of proprietary remedies take large sums from the people of this state; most of them are located outside the state and pay no state tax. Why should they object to paying a paltry fee to reimburse the state for its inspection of their products? The bill as drawn does not affect the retail drug trade and preparations made by the local druggist are specifically exempt under the terms of the act."

The physician who sent in the Thompson-Koch letter suggested that "proprietary and patent nostrum interests are in bad straits when they have to hide behind an advertising agency in Cincinnati in order to carry their point before the Michigan legislature." The Thompson-Koch Advertising Agency has, apparently, sent the newspapers of North Dakota telegrams practically identical with the letter printed above. In one of these sent us by a correspondent in North Dakota, a light touch is given by a postscript scribbled at the end of the message, to this effect: "They ought to pass a law prohibiting the sending of such fool messages as this."

The North Dakota papers have also received a shorter telegram from an advertising agency in New York warning the papers that the bill in question is the result of the "secret workings of Chicago's Doctors' Trust" and adds the magic suggestion that should the bill pass "no medicines or allied lines could be advertised in North Dakota." It remains to be seen whether the druggists of Michigan and the newspaper publishers in North Dakota will jump through the hoop at the crack of the whip of the advertising agencies that are acting as ring-masters for the "patent medicine" interests.—(*From The Journal A. M. A., March 10, 1917.*)

SECRECY IN "PATENT MEDICINES"

THE JOURNAL has long insisted that one of the greatest evils connected with the "patent medicine" business is the element of secrecy. Practically every "patent medicine" manufacturer leads the public to believe, either by direct statements or by implication, that his preparations possess some marvelous and esoteric powers—due either to a peculiar combination of well-known drugs or to the presence of some mysterious drug about which the rest of the world is ignorant—not to be found in official products or in unofficial products made by competitors. Such claims, of course, are the sheerest humbug. There is not a "patent medicine" on the market today whose place could not better be taken by some official drug or combination of drugs. So long, however, as "patent medicine" manufacturers sell names instead of drugs it is possible for them to "get away with" claims that would be laughed to scorn if the element of mystery were eliminated.

It is for this reason that the nostrum makers declare that to give to the public the names and amounts of the therapeutically active drugs in their products would spell financial ruin. In many cases it doubtless would, but not for the reason assigned by those making the claim. It would destroy business in those cases in which even the nontechnically trained layman would recognize the absurdity of claims made for simple mixtures of well-known drugs.

One of the spokesmen for the "patent medicine" interests has said:

> ". . . it is practically impossible to prove that the therapeutic claims made by a preparation whose composition is not known are 'false and fraudulent.'"

This same spokesman declared that should "patent medicine" manufacturers be forced to make their formulas public "they will be supplying evidence which may result in their own undoing."

When the public prescribes for itself it has the right to know what it is prescribing. If it cannot be given this obvious prerogative without destroying an industry, then that industry should be destroyed. The facts are, of course, that no "home remedy" having any legitimate place in commerce would be destroyed by such a course, although it would, doubtless, do much to wipe out of existence the fakes, frauds and humbugs with which the public is at present afflicted.

These facts are suggested by a letter recently received from the manager of a "patent medicine" concern. This letter so completely refutes many of the misstatements made by the exploiters of fraudulent nostrums that we print it in full. It is worth reading:

> "*To the Editor:*—Let me introduce myself, first of all, as the Treasurer and General Manager of the J. C. Ayer Company, of Lowell, Mass. I come asking the privilege of placing before your readers the marked changes that have taken place during the past few years in the methods of conducting the business of this company in every state of the Union.
>
> "Some twenty years ago I was first placed in charge of said business, although I had known of it ever since my earliest recollection. Even at this beginning I had been a physician for twenty-five years and so became at once keenly aware of the fact that certain changes could be made to the benefit of the public, and then, of course, to the benefit of the company.
>
> "While a number of changes were made at once, it was only about ten years ago that the first radical change took place, namely, when we published our full and complete formulas on all the printed matter, cartons, bottles and boxes of medicine, said change having been continued to this very day. It is interesting to know that the Canadian government ruled that because of said publication of formulas we were entirely exempt from its Patent Medicine Act.
>
> "Another change, equally important at least, was made about that same time, when we placed on the market all our medicines entirely free from alcohol. This change was made because we believed, with all our might, that alcohol is a poison too powerful and too dangerous to be used as a medicine unless under the direction of a physician. Right here let me add that there is nothing secret about this; we percolate according to standard methods, recover the alcohol by distillation, and lastly add the glycerine.

"Then came the hard problem of advertising, with its constant tendency to exaggerate and thereby to mislead. A weak advertisement always reads to me like bibble-babble, while an extra strong one too often shows that the writer has been carried to dizzy and dangerous heights! So it was decided, about three years ago, to discontinue all newspaper advertising, leaving only the *Almanac* through which to make announcements to the public.

"Probably it is asking altogether too much of the busy editor to read some of the more recent editions of said *Almanac*, but it is certainly true that in writing them it has ever been my earnest effort to write in a more and more conservative way, with the thought that I, as a physician, was especially bound to use my knowledge in every possible way to advance the interests of the public health. I have also endeavored to completely eliminate everything that would have a tendency to make the well man think he was sick or the sick man think he was sicker; at the same time giving a good amount of practical every-day hygiene. One result is that our 1918 *Almanac* is quite a different affair from those of my earlier efforts.

"But there were other changes needed. So about two years ago we omitted all kinds of literature accompanying our medicines; no pamphlets, no leaflets, no circulars, practically no printing whatever except the formula and dose on bottle, box and carton.

Such changes naturally bring up the question of the effect on the pocketbook. I can only speak for this company, and say that we are still pursuing these same methods with increased vigor and find them more and more satisfactory. Indeed, we have never once had the slightest idea of turning back to the tallow-candle age! Some people seem to forget the brilliant period in which we are living, with its remarkable common school system, good literature, cheap postage, extensive trollies, telephones, and so on, whereby even the most remote districts in the country are brought in closest contact with the very center of our largest cities. The old-time mystery is fast disappearing as the new-time education penetrates the darkness.

CHARLES H. STOWELL, M. D., Lowell, Mass."

Dr. Stowell was graduated by the University of Michigan Medical School in 1872. In printing his letter THE JOURNAL is not to be understood as endorsing the preparations of the J. C. Ayer Company, but it does endorse the business principles shown by the company. The formulas for some of the Ayer preparations are needlessly complex and of the shotgun-mixture type; however, not more so than some of the preparations in the Pharmacopeia and National Formulary. If ever mixtures of the shotgun type are excusable, it may be when such are used as home remedies that are taken without a real diagnosis—a rifle is of little use against an obscure mark!

The important points brought out by this letter, however, are that "patent medicines" without alcohol or other habit-forming drugs can be advertised with comparative conservatism and the public given detailed information regarding their composition and the company marketing them still flourish.—(*From The Journal A. M. A., Nov. 3, 1917.*)

SECRECY, THE FUNDAMENTAL

The Proprietary Association is the "patent medicine" organization of the United States, and its devious methods have been referred to many times. Samuel Hopkins Adams in the "Great American Fraud" series turned the light on the activities of the concern in a general way, while Mark Sullivan in "The Patent Medicine Conspiracy Against the Freedom of the Press" gave specific instances of its tricky methods. The Proprietary Association used to publish annual reports giving a list of its members and representatives, as well as of its associate members and the names of the concerns these members represented. Apparently, it no longer does so and the membership of the Proprietary Association seems to be a close secret. After each annual meeting the drug journals usually publish the list of newly elected officers, and that is about the extent to which the public is given any hint as to who comprise this "patent medicine" organization. The Proprietary Association has claimed to be doing some house-cleaning—Heaven knows it is needed!—within its own ranks. As there is no possible way of checking up on the question, it is a safe claim to make. If a "patent medicine" faker is "caught with the goods" the Propri-

etary Association can conveniently disown any connection with the guilty party. It is a fitting commentary on much of the "patent medicine" business that the organization which represents it should be so ashamed of its own membership that it is unwilling to make it public. Secrecy in composition! This is the watchword of the "patent medicine" industry, not only as it applies to its products, but also as it applies to its official organization!—(*From The Journal A. M. A., Jan. 13, 1917.*)

ADVERTISING THAT MAKES FOR ILL-HEALTH

One phase of the problem of "patent medicine" advertising is frequently lost sight of. The modern advertiser, in any line, is not so much concerned with letting the public know that he can supply what it legitimately demands, as he is in creating an artificial demand which he hopes to supply. As an advertising concern in Chicago says, in a circular letter sent to prospective clients:

> "It would be a liberal estimate to say that only 25 per cent. of the business transacted in this country each day is done as the result of a 'natural demand.' The other 75 per cent. is done as a result of salesmanship in one form or another—and it's on the 75 per cent. that we make our living and you make yours."

This, we believe, is no exaggeration. It means, in other words, that three fourths of the things purchased are bought not because the public normally wants them, but because, through skilful advertising, the public has been hypnotized into believing it wants them. It may be that in many lines of business that is legitimate. At any rate, it is conceivable that some reasonably convincing arguments might be made in favor of it. But in the matter of selling drugs for the self-treatment of ailments, such artificially created demands are not legitimate. They are directly against public interest because they are a menace to the public health.

The real object of "patent medicine" advertising—as all "patent medicine" advertisers know, although few will admit it—is not the simple one of telling the public what goods there are for sale. It has a much more subtle motive. Its real intent is to convince those who read the advertisement that they are suffering from certain ailments which can be cured by the preparation advertised. One "patent medicine" maker who was urging druggists to stock his "cure" for appendicitis, and presumably thought that he could be frank about it, said that unless his product was put on the shelf the druggist would have nothing to sell "to the man who has appendicitis nor to the multitude who THINK they have or are going to have this dread disease." Elaborating, the manufacturer reminded the druggist further, that "fully seventy-five per cent. of all cough and kidney remedies are bought by people who THINK they have consumption or some serious kidney ailment . . . and not by people who actually have them." That's it exactly! And it is the business of the "patent medicine" advertisement to play on the fears of those who are temporarily indisposed and make them think that they have this, that or the other disease which can surely be cured by Dr. Quack's Panacea.

What, then, is the remedy? That no medicine should be sold for the self-treatment of ailments? By no means. Were we living under ideal economic conditions, it might be as feasible as it may be theoretically desirable, that expert advice and opinion should be sought whenever anything went wrong with the human machine. Under present economic conditions, however, such a conception is Utopian. It is unthinkable that the average man is going to seek a physician's aid every time he becomes constipated. Instead, he is going

to purchase a laxative medicine of some sort. It may be admitted, then that there is today a legitimate place on the market for home remedies for the self-treatment of simple ailments. All that has been asked in the interest of public health and safety is that these remedies be sold under no misleading claims; that they contain no dangerous or habit-forming drugs, and that the names and amount of the active ingredients therein be declared on the label.

The public has a further right in the premises, although it has not awakened to this fact. It is justified in demanding that such remedies shall not be so advertised as to make for ill-health. "Patent medicine" advertising has for years been a stench in the nostrils of thinking men, lay and medical. It has been the black beast of the advertising world. Every effort made by decent advertisers in other lines of endeavor toward purifying the advertising field has had first to be directed against the "patent medicine" business. Yet from the point of view of the public health, the advertising of home remedies instead of being the most exaggerated, the most suggestive and the most fraudulent, should, on the contrary, be even more conservative and respectable than the advertising of the ordinary products of commerce. It may or may not be a bad thing for the community, economically speaking, if the public is led, through skilful advertising, to buy more hats, more pianos or more automobiles than it can really afford or has any legitimate use for. But it requires no argument to prove that advertising which makes a well man think he is sick and a sick man think he is *very sick,* with the object of making these men drug themselves unnecessarily, is a crime against the public health.—(*From The Journal A. M. A., Sept. 23, 1916.)*

ANOTHER NOSTRUM FALLACY

One of the stock arguments of the "patent medicine" makers—and their stock is large—is the claim that any preparation that has been on the market for a number of years must, by that very token, be of value. No one knows better the falsity of this claim than the nostrum maker, unless it is the advertising man. If, without any advertising, a medicinal preparation continued in public favor for many years, there might be some justification for assuming that the product either had merit, or contained certain drugs that might explain its continued popularity. Yet even this would not be indisputable evidence, because the nostrum always gets credit for that large proportion of recoveries that are wholly the result of *vis medicatrix naturæ.* The most worthless and fraudulent proprietary medicines will, and do flourish just so long as they are advertised. Some of the biggest medical swindles known have brought to their exploiters increasingly large fortunes until Nemesis arrived and put them out of business or until the advertising ceased. The "Sargol" fraud was, during the last year of its existence, bringing in more money to the men exploiting it than it had ever done and, if widely advertised, would unquestionably have continued to do so had not the federal authorities put it out of business. The "Oxydonor" swindle was a goldmine to Moses up until the time he was sent to the federal penitentiary for selling it. The same can be said of Samuel's outrageous piece of imposture whereby he made a fortune selling a weak solution of sugar and salt in hydrant water as a cure for all the ills of the flesh. If the proprietary medicine business proves anything it proves beyond cavil the fact that you can fool some of the people all the time, if you advertise!—(*From The Journal A. M. A., July 21, 1917.*)

NOSTRUM ADVERTISING AND THE AGENCY LEVERAGE

The ramifications of the fraudulent "patent medicine" business are many. The acceptance of advertising from such concerns by small country newspapers is not always an indication of a low ethical standard of advertising, at least not wholly so. One of the developments of modern business is the advertising agency, to which many concerns, instead of attempting to handle their own contracts, turn over their advertising business. These agencies place the advertisements in such publications as their special knowledge and judgment suggest will bring the best returns to their clients. Large agencies, having the power of dispensing advertising largess, naturally possess no little influence with publishers. Supposing, then, that the manager of a large agency is financially interested in a fraudulent "patent medicine" business whose advertising he handles—and there are some such cases. Suppose, further, that he submits an advertisement of the nostrum in which he is interested to a country newspaper publisher who tries to keep his advertising pages clean. If this country publisher rejects the "patent medicine" copy, he puts himself in the position of offending a man who has the power to send to him, or withhold from him, much reputable advertising business during the course of the year. As one of the big advertisers of the country has said: "Naturally publishers —particularly the little fellows—hesitate to offend a concern which sends them so much business even though they hate to accept this particular kind of advertising." When next you feel like "jumping on" the publisher of your local paper because of some particularly flagrant nostrum advertisement, find out before you do so just how much economic pressure is being exerted, directly or indirectly, to make him accept such advertising.—(*From The Journal A. M. A., Feb. 3, 1917.*)

THE NOSTRUM AND THE PUBLIC HEALTH

Broadly speaking, the nostrum belongs in one of two general classes; one class comprises those unscientific mixtures that are advertised primarily to the medical profession, and first reach the public by way of the prescription; the other class includes those mixtures that are sold direct to the public. Nostrums in the first class are sometimes spoken of as "proprietaries"; those in the second class are colloquially known as "patent medicines." The public suffers from both classes, the only difference being that in the case of the former the physician has to share the responsibility with the nostrum exploiter. There is no clearly defined line of demarkation between these two classes. Many of the "patent medicines" of today were the "proprietaries" of yesterday. Shrewd manufacturers—or, more correctly, exploiters, for many of these products are not manufactured by those that sell them—discovered years ago that one of the least expensive methods of introducing a nostrum to the public was by way of the medical profession. After the profession had been widely circularized and much space bought in the advertising pages of medical journals of a certain type; after uncritical or unthinking physicians had prescribed the products (of course in the "original package" with the name blown in the bottle or a monogram stamped on the tablet); after the patient had learned with disgust that his physician had merely prescribed a "patent medicine" that could more cheaply have been purchased direct—then the one-time "proprietary" threw off its "ethical" mask and became frankly a "patent medicine." Such has been the genesis of many a "patent medicine" on the market today. Others, less deviously, have gone directly to the public at the outset.

FEW, IF ANY, REAL PATENT MEDICINES

The present paper deals with the "patent medicine" evil. Correctly speaking, there are practically no true patent medicines on the market; first, because few if any of the products of this type could be patented, and second, because patency or openness is the last thing the average "patent medicine" seller wants. Mystery and secrecy are his great assets. A product to be patentable must according to the law—not always enforced, by the way—represent something new and useful; and this requirement of the patent law rules out the "patent medicine." A patent when granted gives the owner a legal monopoly on his product for seventeen years, after which time the product becomes public property. The "patent medicine" seller finds it easier and far more profitable to put together a simple mixture of drugs that represents nothing either new or useful, to which he gives a fancy name, and obtains a trade-mark on that name. The trade-mark gives him a perpetual monopoly to the name and places no restrictions on the composition of the product; nor, in the granting, is he required to give any information regarding its composition.

Thus "Winslow's Soothing Syrup" is still "Winslow's Soothing Syrup" in name, although the product on the market today bears but little resemblance to the original preparation sold under that name. As sold in the United States, it used to contain morphin and alcohol. As sold in Great Britain, potassium bromid was substituted for morphin because the British law requires the word "poison" on all "patent medicines" containing morphin. As the public in our country became aroused to the menace of the "baby killers," many drug stores refused to handle the Winslow preparation. Then the formula was changed, and changed again, so that today it contains neither morphin nor alcohol. But it is still "Winslow's Soothing Syrup."

THE FOOD AND DRUGS ACT

There has been a tendency during the past few years to assume that the federal Food and Drugs Act, commonly known as the Pure Food Law, effectively safeguards the public against the menace of the nostrum. Although this law has been in force for more than twelve years, there is still some misapprehension of its powers and limitations. First it should be realized that the law applies only to products that enter into interstate commerce; that is, those that are made in one state and sold in another. The federal Food and Drugs Act, for instance, exercises no control over the sale of "patent medicines" made in Illinois and sold anywhere within the state of Illinois, no matter how fraudulent the claims may be as to therapeutic effects, composition, or source of origin. The only way such preparations can be reached is under the state law.

It should also be realized that the Food and Drugs Act has no jurisdiction over claims made for foods or drugs except as those claims appear in or on the trade package. When the law was first passed, many "patent medicine" makers assumed that the term "label," as used in the Act, applied solely to the piece of paper pasted on the bottle. On this assumption, they modified the false claims they had been making on the label but continued to falsify in the circulars that were wrapped around the bottles. They soon found to their cost, however, that the courts gave a broader and more logical meaning to the word "label," including all of the printed matter in or on the trade package. The Food and Drugs Act exercises no control over statements that are published separate from the trade package—such as in newspapers, handbills, etc.

The Pure Food Law, as first enacted, prohibited, within the field it covers, "false or misleading" statements "in any particular." The officials entrusted with the enforcement of the Act assumed that this meant just what it said,

and the majority of the "patent medicine" makers followed that assumption. Then the Supreme Court decided (in a divided opinion) that the law as it stood did not apply to statements regarding curative effects, but only to statements relative to composition and origin. This decision, of course, let down the bars immediately to the most obvious frauds. The more unscrupulous "patent medicine" makers care little about restrictions regarding the composition of their nostrums; they are much more concerned with being free under the law to make any assertion they see fit regarding the curative effect of their preparations. Then came the Sherley amendment to the Food and Drugs Act, which specifically prohibits "false and fraudulent" statements regarding the curative effects of medicines. It is to be noted that falsehood alone is not sufficient to secure conviction; the manufacturer must also be found guilty of deliberate intent to defraud.

Under the Food and Drugs Act, then, the manufacturer of a medicinal product may be declared guilty of misbranding, if the statements he makes (on the trade package) regarding the composition or the origin of his products are either "false or misleading"; he may also be found guilty of misbranding if the statements he makes (also, on the trade package) regarding the curative effects of his preparations are both "false and fraudulent."

Limiting the scope of the application of the law to the claims made on the package, is one of the fundamental weaknesses of the Food and Drugs Act. The law does not penalize the most outrageously false claims of any kind or description regarding "patent medicines," if those claims appear in newspaper advertisements, circulars, etc., that do not accompany the trade package. Yet it is the newspaper advertisement or the circular that sells the product, rather than the matter on the trade package, which the public does not see until after it has purchased. Thus we have the anomaly of a law which allows a manufacturer to lie to his heart's content in those avenues of publicity in which lying will be most profitable and do the maximum amount of harm, and restricts merely the statements he may make in his trade packages. This limitation in the Food and Drugs Act furnishes a sure way of determining with almost mathematical accuracy what statements regarding a "patent medicine" are false: From the claims made in the newspaper advertisements and circulars subtract those that are made in the trade package; the difference, you are justified in assuming, is falsehood!

LIMITED FORMULA DISCLOSURE

The "Pure Food Law" has one more power in protecting the public against the nostrum evil: It requires "patent medicine" sellers to declare (on the trade package only) the presence and amount of eleven drugs and their derivatives: alcohol, morphin, opium, cocain, heroin, alpha-eucain and beta-eucain, chloroform, cannabis indica, chloral hydrate and acetanilid. Further than this, the law permits the manufacturer to maintain complete secrecy regarding the composition of his preparation. He can, if he wishes, put in his product such deadly poisons as carbolic acid, arsenic, strychnin, prussic acid and aconite, and the public is none the wiser.

Many people have thought that the legend "Guaranteed under the Food and Drugs Act" that used to appear on bottles and cartons indicated that the federal government had in some way passed on the product and given it a clean bill of health. Nothing of the kind. Before the guarantee clause was abolished, any manufacturer could write into Washington and ask for a serial guarantee number, and Washington had no choice but to issue such a number—this, no matter whether the medicinal product was good, bad or indifferent, whether the claims under which it was sold were truthful or false or whether the drugs it contained were harmless or dangerous. All that the guarantee

clause ever meant was that were the product sold in violation of the law, the person to whom the guarantee serial number had been issued would be held responsible, rather than the individual retailer. Some of the most outrageous swindles in the "patent medicine" world have been "Guaranteed under the Food and Drugs Act." Summed up, then, it may be said that the federal Food and Drugs Act gives the public a certain measure of protection. It permits the public to know the names and amounts of eleven drugs and their derivatives, and it limits the claims that can be made for these products, so far as such claims appear in or on the trade package.

THE PHYSICIAN'S INTEREST IN THE NOSTRUM EVIL

The nostrum evil is essentially a public health question, although, as in the case of many public health questions, it has its economic angle. The "patent medicine" maker persistently charges that the medical profession's opposition to "patent medicines" as now exploited is based on the assumption that the sale of such products diminishes the income of the physician. The charge, of course, is as malicious as the assumption is false. Next to the "patent medicine" men and the newspapers that share the profits of nostrum exploitation, no class receives greater financial benefit from "patent medicine" advertising than physicians. A hundred people see an advertisement of "Doan's Kidney Pills," with its "Every Picture Tells a Story" illustration conveying the impression that an ache or pain in the lumbar region indicates kidney disease. Out of this hundred, let us suppose one half, because of some passing pain in the lumbar region, are convinced that they have Bright's disease or some kidney ailment. Of the fifty thus frightened into the belief that they are ill, it may be conservatively claimed that considerably more than half will go to their family physician rather than to the drug counter. If all "patent medicine" advertising were abolished tomorrow, next to the exploiters of "patent medicine" and some newspaper proprietors, no one would suffer larger financial loss than the physician. The physician, of course, is opposed to the average "patent medicine" because it is exploited in such a way as to cause the public to magnify its trivial ailments, to drug itself unnecessarily and in cases in which something serious is the matter to lose vitally valuable time in seeking medical aid. Were the physician's attitude toward "patent medicines" prompted by commercial considerations he would say to the nostrum exploiter, "Go the limit; the more victims you get, the more patients I get!"

AN ECONOMIC EXCUSE FOR HOME REMEDIES

Under our present economic system there is a place for home remedies for the self-treatment of simple ailments. It may be that in Utopia the ailing always go to their medical advisers, no matter how trivial the ailment; but this is not Utopia. No one expects every person who suffers from a passing attack of constipation to go to his physician for a prescription. He is going to the drug store for a cathartic of some kind. Admitting that the abuse of cathartics is one of the most widespread and pernicious of the evils of self-drugging, and admitting, further, that the rational treatment of constipation may not call for any purgative drug, the fact remains that in such cases the man in the street is going to take cathartic drugs, at least until he is better informed. The duty of the medical profession in the premises is to warn the public of the danger of the purgative habit and to urge that some restrictions be thrown around the sale of cathartic medicines. The same applies to the use of other medicinal products that may rightly be classed as home remedies.

Unfortunately, the home remedies of today are, generally speaking, "patent medicines"; and the methods of promoting the sale of "patent medicines" make those products a menace to the public health. This not altogether for what the remedies themselves contain, although in many instances that is distinctly

bad, but because of the way such products are exploited. Modern advertising differs from that of the mid-Victorian era in one vital respect. In the earlier days the advertiser notified the public where demands might be supplied. Today the advertiser bends his efforts toward making the public demand things which otherwise it might not want or even know about. This principle may have no serious consequences, other than economic at least, when applied to the ordinary commodities of commerce. There may be more or less plausible arguments in favor of so advertising pianos, automobiles, clothes, or what not, as to persuade the public to purchase more of these articles than it really needs or can afford. There can be no excuse, however, for using such methods in the sale of preparations for medicinal purposes. So to advertise as to make well men think they are sick and sick men think they are very sick, for the sole and only purpose of causing them to purchase drugs to pour down their throats, is more than an economic offense; it is a crime against the public health. Yet this is the principle on which the average "patent medicine" of today is sold.

SEQUENCE MISTAKEN FOR CAUSE AND EFFECT

There is an additional reason why the present method of exploiting drugs for the self-treatment of disease is vicious. In the sale of medicaments, we have a class of merchandise that lends itself peculiarly to fraudulent exploitation. The nonexpert who is led by misrepresentation to purchase a piano or a suit of clothes which is not up to the specifications learns sooner or later that he has been swindled, and he profits by the lesson. There is no such automatic check operating in the case of medicaments. John Smith gets up some morning feeling sick. It is but a passing indisposition and in a few days he will be himself again, whether he does something or does nothing in the way of treatment. In opening his morning paper, John finds, carefully detailed, just the symptoms that he seems to have, and he is assured that they may be cured by taking "Pink Pills," "Nuxated Iron," "Tanlac," "Peruna" or what not. On his way down town he buys one of these preparations. In a day or two he is well again—as he would have been in any case—and you never can persuade him that his recovery was due to the healing power of nature and not to the preparation that he had been taking. It is equally true, of course, that had he gone to his family physician and received a prescription or had gone to an osteopath and had his back rubbed, or called up a "Christian scientist" and received an absent treatment, he would also have been willing to credit any one of these agencies with his recovery. The point to be emphasized is that it is a very human tendency to credit to artificial agencies all results that are really due to natural causes. The *post hoc, ergo propter hoc* mode of reasoning is well-nigh universal, especially among those without scientific training. Even the medical profession is not altogether free from confusing a mere sequence of events with cause and effect. Here, then, is the reason for urging that in selling medicinal products a different method should be employed from that used in selling ordinary merchandise. The seller of general merchandise has nature as an opponent: wear and tear is constantly against him. The seller of medicaments always has nature as an assistant. The tendency of the human body in sickness is, in the majority of instances at least, to get well; but the healing power of nature seldom receives credit.

THE REMEDY

What, then, is the remedy? Obviously there should be home remedies available that are unobjectionable from the public health point of view. Such products should contain no habit-forming or dangerous drugs; they should not be recommended for diseases that are too serious for self-treatment; they should be nonsecret because the public has a right to know what it is taking;

finally, they should not be advertised under false claims or in such a way as to make the public magnify trivial ailments and dose itself unnecessarily with drugs. Products which conform to these requirements are to be found on the shelves of every drug store in the country. They comprise certain simple official products from the United States Pharmacopeia or the National Formulary. Naturally, they are nonsecret, and being official, their standards of strength and purity are constant and enforced by state and national laws.

As most of the large pharmaceutical houses in the country make them, the element of monopoly is removed, and competition assures their being sold at a reasonable profit. The enormous overhead expense inseparable from the modern method of "patent medicine" exploitation is entirely eliminated. John Smith does not realize that when he pays a dollar for "Dr. Quack's Panacea," at least 75 cents of his dollar represents the cost of the effort on the part of Dr. Quack to convince Smith that there is something seriously wrong with him and that "Quack's panacea" is the only thing that will cure him. In other words, Smith pays a dollar for 25 cents' worth of drugs and service, plus the privilege of being frightened into the belief that he is seriously sick and that these drugs are essential to his recovery.

Since official drugs, i. e., Pharmacopeial and National Formulary preparations, are nonproprietary, the chief incentive to fraudulent or misleading advertising claims is removed. John Doe & Sons' brand of Blaud's pills differs in no essential respect from the Blaud's pills of Henry Rowe & Co. The margin of profit on the sale of Blaud's pills is so small that it would hardly be profitable for one manufacturer to attempt any widespread advertising campaign for the special purpose of increasing the sale of his particular brand, even supposing it were possible for him to make claims that could not demonstrably be proved false.

When the public is properly informed, so that it knows what preparations to call for in order to treat its simpler ailments, advertising of home remedies will be entirely unnecessary. It devolves on the medical profession, and other agencies entrusted with the solution of public health problems, to give the public just these facts. In an article published two or three years ago,[1] Dr. Harvey W. Wiley suggested that the American Medical Association should appoint a representative committee to select a few simple home remedies for what he called the "Mother's Medicine Chest," which could be used by the public for the self-treatment of the milder ailments. He urged further, that somewhat complete directions should be published, describing the nature of the troubles in which these remedies were to be used, and the amount that was to be given under various conditions, in every case, of course, calling attention to the potential dangers inseparable from self-diagnosis and self-treatment. Whether such a task should be undertaken by a scientific organization such as the American Medical Association, or by governmental agencies such as the United States Public Health Service, is a question. There is little doubt, however, that when such information has been widely disseminated, even if it takes a generation to do it, the making of hypochondriacs by suggestion, and the widespread evil of unnecessary drugging, will be gone. Gone, too, will be the business of those nostrum exploiters who capitalize human fear and fatten on human credulity.—(*Arthur J. Cramp, M.D., in The Journal A. M. A., May 24, 1919.*)

1. Wiley, H. W.: The Mother's Medicine Chest, Good Housekeeping, October, 1916.

INDEX

(Including References to Articles Appearing in Volume I of Nostrums and Quackery)

References to topics discussed or mentioned in the present volume are printed in Roman; references to topics discussed or mentioned in Nostrums and Quackery, Volume I, are printed in *italics*.

PAGE

A. D. S.....*146, 639*
cod liver oil comp.... 86
hair reviver 72
peroxid talcum 80
Sarsaparilla compound *617*
A. P. A..... *669*
Abbott Bros. rheumatic remedy.... 733
C. A. *173*
G. B. 343
Abe, E. J. & M..... *561*
Abel, H. C.... 305
Able, Dr. *22*
Absorbine, jr. 482
Absorbit 80
reducing paste 685
Accuracy public service company.... 633
Acetanilid, antipyrin and acetphenetidin, harmful effects of.... *494*
habit and sanatoriums.... *495*
mixtures *497*
Aceton *532*
Acetphenetidin, antipyrin and acetanilid, harmful effects of.... *494*
Acker, A. W., chemical company.... 106
Acme chemical mfg. company.... 595
mills company *579*
Acoustic patents, ltd.... 110
Actina 109
Adams, E. S. 655
Addiline 18
Addison's galvanic belt 689
Ade, I. M. 172
Adkin, M. N. 306
T. F. 303, 306, 314, 655, 690
T. F. *20, 310*
Adlerika *582*
Adonis vernalis *357*
Adora hair dressing 72
Advanced medical science institute.... 223
Advertisers' protective association.... *669*
Advertising that makes for ill-health.... 802
Agnew's powder *486*
Aicsol *78*
Ainsworth, C. 60
Aitken, C. C. 229
Akoz 577
Alaska kidney pills 214
Alcohol, cures for.... 9
cures for *183*
Alcola *183*
Aldine laboratories 152
laboratories *578*
Ale and beef *587*
Alkavis 577
All-day-cure company 115
All nations medical company 258
Allan's anti-fat 686
extract of damiana 748
Allan-Pfeiffer chemical company....107, 748

PAGE

Allen, A. G. 339
restorative tonic *587*
vita hair restorer 72
world's hair restorer 72
Allouez water 463
Almozoin *630*
Alorine antiseptic suppository.... 172
Alpen seal 172
Alpha medical institute.... *77*
Alps bitters *587*
Amarol 55
Ambrozoin, jarabe de.... 94
Amenoretts *211*
American alimentary elixir.... *587*
and British labels.... *671*
animal therapy company.... *277*
apollinaris water 463
apothecaries company....94, 221
college of mechano-therapy.... *647*
croxone company 214
doctors 650
druggists syndicate *146, 639*
eclectic college *18*
elixir *587*
granule and tablet company.... *557*
health college *328*
health instructor *340*
health society 782
home treatment company.... *278*
journal of health 151
journal of health.... *571*
laboratories 184
oxidaze company *147, 163*
pharmacal company 99
remedy company 219
stomach bitters *587*
university of anthropology.... 654
Amer picon *587*
Amerongen, C. M.... 193
Ames, F. M..... *459*
Ammon phenyl *565*
Ammonol *497*
Amolin chemical company.... *538*
deodorant powder *583*
Am-O-Tone 72
Amvita *201*
Anadol *553*
Analgine tablets *534*
Analyses, British *462, 512*
fake, Griffiths, A. B..... *204*
Mascarenhas *188*
Morse, W. H..... *205*
Sharpe, G. H..... *622*
Ancient order of oriental mystics.... 655
Anderson, M. *183*
W. H. *569*
Andrews, E. F....234, 341, 404
E. L. 173
female regulator 173
manufacturing company 173
powders 173

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Angeline 689
Angle, S. M. 104, 115
Anglo-American catarrh powder 486
drug company 628
drug company 433
Angostura aromatic tincture bitters 587
Anheuser-Busch brewing association 751
Animal therapy company 277
Aniseed syrup 552
Anodyne, Hooper's 486
Watkin's 486
Another nostrum fallacy 803
Antialkoholin 14
Anticephalalgine 577
Anti-Cori-Zine chemical company 505
Antidiabeticum 458
Antidipso 14
Anti-freckle lotion 55
Anti-jag 759
Antikamnia 497
Antineurasthin 468
Anti-Phthisis 79
Antiplasma 484
Antipon 686
Antipyrin, acetphenetidin and acetanilid, harmful effects of 494
An-ti-seps 177
Antox 485
Anuric tablets, Pierce's 201
Aphro lymphatic compound 578
Appolozer's mixture 40
mixture 581
Aqua nova vita 578
Arbaugh's Newport bitters 587
Arberry, J. J. 22
Arch brand blood remedy 578
nerve tonic 578
Arch pharmacal company 578
Arctic oil liniment 609
Armitage, C. J. 708
Armstrong's croup ointment 579
Armstrong, J. and T. 777
Armstrong, J. 347
Army and navy magazine 759
medical record 192, 758
Arnold's cough cure 486
zymotoid company 452
Aroma stomach bitters 587
Aromatic bitters 587
Arrow chemical company 493
distilleries company 752, 754
Arthur's sexual tablets 624
Arvon, liquid 76
Ascatco 579
Ascatco 424
Asphinte 587
Associated doctors 236, 297
specialists 236
medical specialists 235
specialists company 236
Association, St. Paul 193
Asthma remedy company 551
Athens bottling works 533
Atkins, L. V. 277
Atkinson, T. H. 563
Atlanta remedy company 173, 298
Atlanta remedy company 224
Atomo-Radio company 419, 426, 442
Athlophoros 578
Atwood's lagrippe specific 587
Augauer bitters 587
kidney-aid 587
Augustiner health and stomach bitters 587
Aura-Alpha 207
Aura-Maga 207
Aurum company 649
Ausin, E. D. 324
Austrian laboratory 424

PAGE

Austro-American doctors 229
Aycock, C. F. 169
Ayer's sarsaparilla 617
Az-Ma-Syde 550

Babbitt, E. D. 655
Bad-em salz 184
Badgley, F. G. 93, 636
Bailey, W. J. 603
Baker, G. L. 721
Lewis 60, 68, 186, 563
Lewis 626
tubercular remedy 86
W. H. 136
W. H., company 86
Z. T. 404
Baldwin cayuga water 463
Balgue, Mrs. 335
Ballard golden oil 87
horehound syrup compound 86
I. A. 87
J. F. 86, 584, 617
Balm of figs compound 177
Balmwort 186
Bancker, G. N. 115
Bandiera, D. and G. 758
Baptist record 267
Barabas, F. W. 307
Barber, A. J. 305
O. P. 151
Barbo compound 72
Barbour, C. H. 404
Barclay & company 616
Barium rock water 463
Barker, H. W., medical company 87
Barlow, E. B. 579
tablets 579
Barnes' croup grease 87
Barosma compound, E. K. Thompson's 222
Barrell's Indian liniment 733
Barrett, F. T. 557
Barron, W. M. 501
Barry, John Emmett 59
Bartlett, S. M. 259
Basic lithia water 463
Basy bread 670
Battle Creek specialists 235
Bauer's antidiabeticum 458
Baughn, G. P. 488
pellagra remedy 488
Baur's diamond brand bromides 580
Bavarian malt extract 748
Beard, F., company 174
Beardsley, A. H. and A. R. 148
Beaver drops comp. 589
Beecham's cough pills 455
pills 518
Beef, wine and coca 748
and iron 587
Beggs, C. W., mfg. company 595
C. W., sons & company 582
Belding medicine company 580
six prairie herbs 580
Bell-Ans 491
Bell's pine tar honey 86
Bellevue medical institute 315
Belvedere stomach bitters 587
Ben Hur kidney and liver bitters 587
Benadom, J. W. 779
Bendiner & Schlesinger 92, 580
Bendiner & Schlesinger 39
Benetol 584
Benn capsules 580
Benn chemical company 580
Bennett, J. A. 580
Bennett's wonder oil 734
Benscot natural spring water 464
Benson, C. P. 89

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Benzonier treatment *88*
Berg's hawkeye bitters..... *587*
Bergelt's magen bitters..... *587*
Berledets 671
Berledite company 673
Berlin remedy company..... 152
Berry, C. H., company..... *577*
freckle ointment *577*
lithia water 464
Best cough remedy 86
Beta canthol 73
Beta quinol 73
Bethesda water 464
Betiero, T. J..... 655
Bettman-Johnson company 751
Bick's laxative syrup..... 624
Bick's nerve tonic..... 624
pile remedy 624
pine tar honey..... 624
Biel, C. E.....69, 674
Biel, H., & company..... 674
Billings, Clapp & company..... *562*
Bioplasm *436*
Birmingham celery cola company..... *537*
Birt's head wash..... *692*
Bischoff, E..... 220
Bismarck royal nerve tonic..... *587*
laxative bitters *587*
Bitro-Phosphate 493
Bitter wine *587*
Bitters, cocainized pepsin cinchona..... *551*
Black, A. 655
distributing agency 88
pulmonic syrup 88
tonic *587*
W. F. 88
Blackberry and ginger cordial..... *587*
Blackburn products co...60, 68, 97, 186, 563
products company *626*
R. *524*
Blair remedy company..... 287
Bland, T. A..... 778
Blenz and company..... *440*
remedy *440*
Blood cure, Munyon's..... *559*
kleen 589
tabs 580
Bloodine blood and kidney tablets..... 214
Bloomer's catarrh remedy..... 580
Bloomingdale, H., I. I. and S. J...... *541*
Blowena 133
Blue bell kidney tablets..... 215
Blumauer-Frank drug company..... 104
Blumberg, C. 307
Bobo, W. T..... 148
W. T. *104, 570*
Bohemian oats and red line wheat..... *124*
Boies' specific 212
Bonekamp stomach bitters..... *587*
Bonita 636
Bon-Opto 581
Booker, G. V. 655
Boone, U. S...... *495*
Booth's hyomei dri-ayr..... 598
Borax business, booming..... *663*
company, Pacific coast..... *663*
Borden, M. S., company..... 677
Bosanko's cough syrup..... 87
Bosch, Q. 307
Boschee's German syrup..... *486*
Boston medical institute..... *315*
Botanic bitters *587*
blood balm 580
drug company 98
Botanical doctors 227, 258
Bourke, W. H......*266, 388*
Bourne, G. W..... 256
Bouvier's buchu gin..... *587*

PAGE

Bovinine 579
Bowden, C. C. & F. H...... *533*
lithia water 464
Bower, C. E..... 778
Bowers, L. E..... 278
Boxenbaum, B. 579
Boxenbaum discovery 579
Boyd, G. H..... 606
Boyle, T. T..... 706
Bracers *587*
Bradbury's capi-cura *561*
Bradenburg's colocynthis *587*
Bradfield regulator company..... *531*
Bradford medical institute..... 141
T. R. 287
Bradley's face bleach..... 56
Brady, W. J..... 153
Brain food, Harper's..... *522*
Branaman, G. M...... *252*
remedy company *252*
Brant, J. W., & company.....*552, 627*
Brant's soothing balm..... *552*
Brantley, E. D..... 226
Braun, J. F. and K. A..... 636
Brazilian balm 581
Breakfast food, Manana gluten..... *545*
Break-up-the-grip tablets *549*
Breeden, C. C. 734
rheumatic cure 734
Brevoort, H. S..... 258
Brinkler, G. H..... 268
Bristol's sarsaparilla 580
British and American labels..... *671*
medical institute *16*
medical institutes 647
Britton, S. 618
Brod's celery pepsin bitters..... *587*
Brodeck, C. A..... 721
Brokman, L. E..... 307
Bromalgine 601
Bromidia *589*
Bromin-iodin chemical company..... *89*
compound *89*
Bromo febrin *529*
quinine, laxative 517
seltzer *499*
seltzer, poisoning from..... *499*
Brooke, C. W..... 708
Brookline chemical company..... *493*
Brou's injection *486*
Brouillard 381
Brovene 73
Brown's acacian balsam..... 87
aromatic cordial bitters..... *587*
blackberry cordial *587*
blood treatment 582
C. H. *59*
consumption remedy 88
D. H. 88
export company 618
H. J., medicine company..... 12
herbal ointment 582
J. A. 69
J. C., liquid drops..... 609
J. L. 547
manufacturing company *542*
935 injection 582
tonic bitters *587*
utryme tonic *587*
vin nerva tonic..... *587*
W. H. 779
Brownatone 73
Brownson, W. G. 694
Bruce, J. E......*345*
R. C. *196*
Brun, B. L..... 74
Brunner's greaseless peroxid cream..... *557*
Brunner, J. *557*

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Brush chemical company *641*
remedy for seasickness *641*
Bryant, H. K. 258
Buchanan cancer cure *36*
J. R. 655
medical company *36*
Buck, F. W. 633
Buckeye bitters *587*
Buckhead lithia water *565*
Buckhorn lithia water 464
Buffalo lithia water 464
Bull's cough syrup *456*
herbs and iron compound 583
medicine company 583
sarsaparilla compound 582
Bunsen's catarrh cure 582
Burke, J. J. A. 501
Burks medicine company 96
Burlingame, E. 658
Burnham, E. P. *437*
Burns, G. W. *534*
Burnside's, E. E., purifico 580
Burrell, Mr. *232*
Burtis, E. 307
Burton, C. H. *690*
Burwell's instantaneous headaches cachets *553*
Bye, B. F. and D. M., cancer cure *26*
W. O., cancer cure *32*
Byrd, J. M. 653
Byrne, J. E. 256
Byrnes baby relief 579

C. C. C. 586
Cactico hair grower *550*
Cafe-coca compound *533*
Calahan's sarsaparilla *617*
Calcerbs, Eckman's 89
Cal-cura solvent, Kennedy's 218
Caldwell anti-pain pills *580*
chemical company *580*
rheumatism cure *580*
syrup pepsin 494
California cooperative medicine company 601
good health company 749
tuna tablets 749
waters of life *556*
Calocide 80
compound *599*
Campbell, H. W. *138*
J. B. *338*
P. T. C. 305
& Edwards *133*
Cancer syrup, Mixer's *554*
Cancerine *540*
Cancerol *52, 547*
Canning compound, Price's *680*
Canthrox 73
Canthrox *629*
Capthol 73
Captol *486, 489*
Capudine *500*
Cardui, wine of 166
Cardus, J. P. 307
Carel, H. C. *584*
Carleton & Hovey company 91
Carnegie university *655*
Carney opiate cure 14
common sense cure *486*
Carpathian bitters *587*
Carpenter, G. W. 56
H. G. 579
Carr, C. S. 698
C. S. *281, 314, 332*
Carr, Owens & company 95
Carslake, W. H. *540*

PAGE

Carson, C. B. 447, 452, 456, 458
C. H. *328*
D. *392*
D., company 568
Carter, H. *201*
I. J. 609
K. & B. Tea 585
Cartilage company 690
Cartilage company *406*
Cary, H. G. O., medicine company 733
Casca-royal pills *524*
Case, E. J. 748
G. W. 748
J. A. 726
rheumatic specific 726
Casey, J. H., medicine company 734
rheumatic cure 734
Cash, L. E. 93, 588, 595
Cassebeer's coca calisaya *573*
Cassidy's 4X 583
Castoria *518*
Castor-oil pills *524*
Catarrh and hay fever company, Ryno's *535*
Cat-Er-No soules 583
Celery bitters and angostura *587*
Celery cola *537*
cracker medicine company *542*
extract *587*
Vesce 583
Center, G. H. 95
Central Ohio oxypathor company 708
Century chemical company 583
Cerol 56
Cerrodanie capsules *569*
Cessna, C. E. 327
Chabut, L. D'O. 256
Chambers, M. 307
Chamlee, S. R. 435, 641
cancer cure *37*
Chamley, S. R. 641
and company *37*
Chancellor, Dr. *226*
Chandler headache buttons *563*
medicine company *563*
Chappell, A. W. 143, 152
Chappell, A. W. *578*
Charles flesh food 56
Chase, A. W., nerve pills 494
blood and nerve food 275
blood tablets 583
Dr., company 275
kidney food 275
kidney tablets 583
liver tablets 583
Checkers 214
Chemical & electrical company 588
Cheney, F. J., & company 514
Chenoski, B. J. 228
Chenstohow, wine of 630
Chicago clinical institute 418
Chichester chemical company *591*
diamond brand pills *591*
Chijitse 48
Children's comfort *486*
Childs, F. L. *93*
Chippewa water 468
Cholerol *594*
Christian health institute 636
herald 704
hospital 772
Cinchona bitters *587*
Cincinnati drug and chemical company .. 92
Cintron, L. B. 307
Cirkulon 652
Cisle, E. G. 327
Citrolax 496

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Clark, C. G., company 88
C. S. 306, 314, 690
J. D. 252
rock candy cordial *587*
Classe's cough syrup 88
penetrating liniment 584
Clausen, A. 778
Clayton's and Russell's stomach bitters .. *587*
Clearola 56
Cleaver, E. 731
Cleveland institute of medicine and surgery 236
Clifford's cherry cure *587*
peruvian elixir *587*
Coblentz, J. W. *190*
Coca-Bola *487*
calisaya *573*
wine *587*
Cocainized pepsin cinchona bitters *551*
Cochran, M. R. and R. *557*
Cocktail bitters *587*
Coconide 73
Cod-liver-oil compound, Waterbury's *535*
elixir of *546*
Code, W. A. and W. E. 364, 443
Coe's cough balsam 88
Cohen, Mrs. *145*
Coho drink cure 14
Coke extract *535*
Colasaya *587*
Cole, E. J. 619
Colfax water 467
College, American Health *328*
metropolitan medical *346*
of therapeutics 655
psychic sarcology *335*
Collette, F. 96
Collins' ague remedy 584
voltaic electric plasters 584
Columbia scientific academy *407*
Columbo elixir *587*
peptic bitters *587*
tonic bitters *587*
Columbus pharmacal company 105
Columbus pharmacal company *172*
Colwell's Egyptian oil *486*
Combs chemical company *197*
D. E. *197*
Comfort, children's *486*
Commercial letter bureau 287
Compound extract benne, Maguire's *486*
oxygen *190*
association *193*
Concentrated oil of pine compound *523*
Confidence of quacks *644*
Conger, M. E. and R. C. 778, 779
Congreve's Elixir for consumption 88
Conner, W. B. 501
Constitution water 586
Constitutional catarrh remedy 585
Consumption cures 18
Contrell company 585
magic troche 585
Contre l'obesite 686
Converse treatment 137
Convictions under food and drugs act ... *521*
Conway, M. P. 335
Cook, Dr., & company 224
J. F. 778
W. B. *403*
W. W. 711
Coon, H. F. 284
Conn, H. F. *266, 388*
Cooper, L. T. 564
medicine company 564, 586
nerve tonic *587*
new discovery 586
pharmacal company 55, 59, 67, 72, 73
quick relief 586

PAGE

Copeland medical institute 127
Copenhagen institute *364*
medical specialist 381
Coppahaunk lithia water 468
Cordial, Godfrey's *486*
panna *587*
Corish, J. L. 314
Corish, J. L. *205*
Corpulin 686
Corsetiere *406*
Cosmetic nostrums 55
Cough cure, kickapoo *555*
cure, one day *486*
killer, Arnold's *486*
medicines, dangers of *455*
medicines, etc. 86
Coutant's, G. E., deafness cure 114
Cowles, H. L., institute *147*
Cox, R. H. 710
Coyle, A., medicine company 734
Coyle's liniment 734
Coza powder 15
Cramer drug company *561*
J. J. *561*
Cranitonic scalp food 73
Crazy water 469
Cream ale *556*
Brunner's greaseless peroxid *557*
Creavita tablets 586
Creel, M. P. 57
Crescent star Jamaica ginger *587*
tonic bitters *587*
Crittenden, C. E., company 590
C. N., company 594
E. W. *426*
Cromer, A. 602
Croney's, J. T., specific for epilepsy 138
Crosby's balsamic cough elixir *454*
Cross bitter wine *587*
Cross, C. 602
Crossman's specific mixture 586
Crossman's specific mixture *486*
Crown pile cure 585
skin salve 585
Crownall elastic capsules 586
Croxone 214
Crozier, W. J. 644
Crystal lithium water 468
Crystos *630*
Cuddy, H. 336, 338
Cuforhedake brane-fude *522*
Culver, D. M. 227
Cummings blood remedy 585
F. P., company 585
Cunningham company *392*
depilatories 81
E. 658
E. *392*
mail-order school 658
W. C. 81, 658, 668
W. C. *392*
Cures for drunkenness, drug habit, etc... *183*
Cure of pain 734
Shiloh's *486*
Curo grains of life 128
Curran, R. 500
Currey, H. E. 172
Curry cancer cure *544*
G. M. *45*
Curtis, Dr. *21*
Curtis, W. H. 304, 501
Cusach's extract cod liver oil 88
Cuticle acid 56
Cuticura resolvent *594*
Cutler bros. & company 106
Cutola 768
Cyphers, M. B. 625

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

D. D. D. ... 498
D. D. D. ... *486*
Dae health laboratories ... 535
Dale & company ... 606
Dalloff's tea ... 686
Damana gentian bitters ... *587*
Damiana nerve invigorator ... *543*
Nyal's compound extract of ... *537*
Dana, Professor ... *201*
Dandelion bitters ... *587*
Danderine ... 73
Dander-Off ... 73
Dandru-Cide ... 74
Dandruff cure, Graham's ... *542*
Dandy bracer ... *587*
Dangers of cough medicines ... *455*
Daniel, J. B. ... 221
Darwin medical company ... *265*
Davenport, E. ... 701
H. L. ... 335
Davis, H. L. ... 107
J. A. ... 283
medical company ... 298
R. W., drug company ... *551*
T. C. ... 619
T. T. ... 778
W. L. ... 623
W. M. ... 713
Davies, Rose & Company ... 86
Dax, B. C., company ... 298
B. C. ... *211*
Dr. ... *21*
E. M. ... 304
Dead shot colic cure ... 593
Deafness cures ... 109
Dean, Swift & company ... *532*
Dearborn manufacturing company ... *618*
Deavitt, H. M. ... 672
De Barthe, J. ... 778
De Barthe, J. ... *346*
treatment ... *345*
Dedmond remedy company ... *609*
Deerfield water ... 468
DeGrath's electric oil ... 586
DeGuehuee, J. ... 503
Deimling, D. ... 638
Delatone ... 82
Delaware oxygenator company ... 708
drug company ... *549*
de Laurence, L. W. ... 655
Delish-Etts manufacturing company ... 223
Della Carson company ... *392*
Delol ... 83
Delta chemical company ... *196*
Demby, S. ... 586
De Miracle hair remover ... 83
De Muth, Hulda ... 639
Dempsey, W. H. ... 543
Denn, H. ... 734
strong rheumatism remedy ... 734
Dennis mfg. company ... 586
eucalyptus ointment ... 586
Dentol, Willard's ... 356
Denton's healing balsam ... 587
Deodorants, depilatories, etc. ... 80
Deodorizer and germ killer, Egyptian ... *558*
Depilagiene ... 82
Depilatories, deodorants, etc. ... 80
Derbyshire, L. McK. ... *212*
De Sanctis' rheumatic pills ... 731
Des Brisay, F. T. ... *656*
Des Moines specialists company ... 229
De Souchet, A. L. ... *376*
Detchon, I. A. ... *571*
rheumatism cure ... *571*
Derma-royale ... 58
Derwillo ... 58
DeTrey, E., and sons ... *546*

PAGE

De-vit-ol ... *53*
DeWitt, E. C., & company ... 215
eclectic cure ... 587
kidney pills ... 215
liver, blood and kidney cure ... 587
stomach bitters ... *587*
Dexter, C. H. ... 587
Dexter's headache powders ... 587
Diabetes, nostrums for ... 183
Diabetic flour, Acme ... *579*
Diabetol ... *459*
Diaduction ... 705
Diamond lotion, McCorrison's ... 65
Di-Col-O ... 588
Didier's bitters ... *587*
Diffin, C. W. and P. B. ... 580
Diggs, W. P. ... 584
W. P., & company ... 88
Dills' diabetic mixture ... *463*
Dillingham, F. A. ... 548
Diplomas ... 762
Dipsocure ... 15
Distributors guarantee association ... 324
Dixie fever and pain powder ... *572*
Doan's kidney pills ... 186
kidney pills ... *512, 674, 687*
Doane, H. G. ... 305
Dr. ... *22*
Dobie, D. A. ... 305
Doble, A. H. ... *551*
Dobyns, F. ... 285
Doctor Fizz ... *556*
Doctors' essential foods company ... 670
Dodd's kidney pills ... 215
Dodge, and company ... *620*
Doline, Dr. ... *22*
Domestic medical practice ... 780
Don kola ... *553*
Downs, J. ... 579
Downs vegetable balsamic elixir ... 89
Dozier's apple bitters ... *587*
Drake, C. F. ... 305
Drake, Dr. ... *22*
Drake's German syrup ... *486*
plantation bitters ... *587*
Dreyfuss, S. ... *565*
Drug habit cures ... 9
Druggists and nostrums ... *692*
Drugs and foods, misbranded ... *521*
Druna queensroot blood compound ... 215
Drunkenness, cures for ... *183*
Dubonnet ... *587*
Ducro's alimentary elixir ... *587*
Duffy, J. P. ... 502
malt whiskey ... 499
malt whiskey ... *68, 587*
W. J. ... 502
Duket consumption cure ... 19
P. P. ... 19
Duncan, A. H. ... 221
Dupuis, D. R. ... *68, 529*
Duxanimae, fraternity of ... *299*
Dworsky, J. ... 307
Dyar, A. S. ... 649
A. S. ... *14*
Dye's, J. H., medical institute ... *236*

E. Z. laxative bitter ... *587*
Eame's tonic headache wafers ... *542*
Earl's kidney pills ... 177
East, Dr. ... *21*
Eatonic ... 510
Eau sublime ... *490, 541*
Eckman's alterative ... 34
Eckman's alterative ... *90*
calcerbs ... 89
manufacturing company ... *90*
T. T. ... *90*

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Edmondson, G. W. ... 315
Edson, C. E. ... 708
institute ... 324
Edwards and Campbell ... 133
Edward's infant syrup ... 587
olive tablets ... 511
Effervescente granulare ... 588
Eggol ... 74
Egiuterro ... 589
Egyptian deodorizer and germ killer ... 558
oil, Colwell's ... 486
oil ... 609
Ehlers, W. H. ... 111
Ehrlich, Prof. ... 360
Eilert's tar and wild cherry ... 599
Eimer and Amend ... 733
Elder's tobacco specific ... 15
Elder's tobacco specific ... 564
H. W. ... 15
Electric appliance company ... 689
Electro-chemical ring ... 694
Electro-oxygen institute ... 226
Electropoise ... 705
Electropoise ... 295
Electrozone ... 588
E-Lep-Tine ... 155
Elixir of bitter wine ... 587
calisaya ... 587
calisaya bark ... 587
capu-hicks ... 500
cod liver oil ... 546
Ellis-Lillybeck drug company ... 603
Elmore's r'eumatine goutaline ... 735
El Rado ... 83
Elstein, L. F. ... 242
Elston, L. F. ... 242
Ely's liquid cream balm ... 588
Embry, S. E. ... 318
Emerald oil ... 589
Emergency laboratories ... 613
Emery-Coderre's infant's syrup ... 576
Emmert proprietary company ... 548, 599
Emmons, Dr. ... 380
throat and lung healer ... 90
En-Ar-Co oil ... 590
En-Ar-Co oil ... 595
Eno's fruit salt ... 519
Enteronol ... 589
Enteronol ... 594
Epilepsy cures ... 136
Epileptic institute company ... 348, 572
Epilepticide ... 144
Epp-o-tone ... 541
Eptol ... 59
Erdtmann, Dr. ... 22
Erdtmann, P. W. ... 305
Ergo-kolo female compound ... 179
Estrella del norte ... 507
Eucalyptus cordial ... 587
Eureka stomach bitters ... 587
European wine & liquor company ... 585
Everett's hair foe ... 82
Everett, Mrs. A. ... 82
Every woman's flesh reducer ... 676
Exelento quinine pomade ... 75
Expectorant, Jayne's ... 486
Expurgo anti-diabetes ... 191
Eye powder ... 589
Eyelin ... 528
Eye remedy, Murine ... 603
salve, Petit's ... 486
Ez-X-Ba ... 609

Fagret's hair tonic ... 74
Fahrney's teething syrup ... 486, 527
Failing's headache powder ... 548
Failing-Nellis drug company ... 548

PAGE

Falck, J. A., company ... 540
one-minute headache cure ... 540
Famous weiner bitters ... 587
Farr's gray hair restorer ... 493
Fatoff ... 677
Faucine ... 589
Federal advisory association ... 352
guide association ... 285
Fell reducing treatment ... 686
Felt, S. ... 105
Female remedy ... 629
weakness cures ... 160
Fenner's kidney remedy ... 216
Fenner, M. M., company ... 216
Fernet-carlisi fernet bitters ... 587
Ferro antimalarica ... 574
bascal ... 587
bissleri ... 587
blotto ... 587
berna ... 587
carlisi tonic bitters ... 588
china ... 574
citro bitters ... 588
columbia ... 588
ideal ... 588
salus ... 588
tito manlio ... 588
universale ... 588
vitanova ... 588
di carlo ... 588
manganese regent spring ... 469
quina bitters ... 588
Fibroma unguent ... 175
Fields phosphate dill and gin ... 219
Figs, syrup of ... 672
Figuroids ... 686
Filloon, G. W. ... 715
Finaflavora ... 588
Fine old bitter wine ... 588
Finkelstein, L. ... 242
Fitch remedy company ... 567
rheumatic cure ... 567
Fitzpatrick drug company ... 77
5 drops ... 735
5 herbs ... 589
Flaacks, T. ... 212
Flag-salt ... 543
Flag-salt remedy company ... 543
Flaxseedine, Keller's ... 95
Flint, Dr. ... 376
Flint, E. N. ... 360, 368, 443
Flood, G. E. ... 172
Florney, T. N. ... 567
Flowers, J. C. ... 183
Flowers of oxzoin ... 597
Fluvol powder ... 83
Foley & company ... 216, 497
kidney remedy ... 216
Folger's aromatic bitters ... 588
Follett, A. M. ... 599
Food and drugs act ... 805
act, convictions under ... 521
act, how it protects ... 671
misbranded ... 521
preservatives, molding opinion on ... 663
Foose, A. P. ... 523
Foot drafts, magic ... 636
Foran, J. R. ... 111
Force of life chemical company ... 407
Ford, O. E. ... 778
Foreman, G. W. and W. M. ... 223
Formamint ... 590
For-Me-Ka oil ... 176
Formula disclosure ... 800, 806
Forrest's juniper tar ... 92
Forsyth, W. B. ... 122
Fort Henry ginger compound ... 588
Fossett, E. S. ... 91
Foster, A. D. ... 609

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Foster-Dack company 609
Foster, N. C. and E. J. *556*
Fougera, E., & company 731
Fowler's meat and malt *587*
Frain, A. K. and M. J. *121*
Franco-American chemical company *576*
company 82
Frank's cure for inebriety 15
Franklin's restorative tablets 627
Frantz, J. F. *546*
Fraternitas duxanimæ *299*
Freckeleater 59
Freckeless 59
Freckle ointment, Berry's *577*
Freeman's balsam fir wafers 91
Freeman pharmacal company 91
Freezone 59
French drug company 176
Friedman, H. *556*
Fritch, J. A. 591
Fritch's vegetable liniment 591
Frostilla 59
Fruitatives 591
Fruitola *479*
Fruth, C. H. 456
Frye, L. M. *737*
Fuller, J. C. 165
Fulton's compounds 195, 201
Fulton, J. J., company 195
Funny-how-quick headache cure *545*
Furst bros. 218
Furst brothers *534*

Gable, E. O. 447
Gallstone remedy company 278
Garbutt, W. J. 485
Gardner, E. A. and E. E. 127
Gardner, E. E. *310*
remedies *683*
Garfield tea 592
Garrod spa lithia water 469
Gas-pipe cures 705
Gastropohan *588*
Gatlin institute *345*
Verlie, company 674
wrinkle remover 69
Gauvin's, J. A., aniseed syrup *552*
Gearan, J. F., headache powders *545*
Gem balsam 592
General drug company *509*
Gentian bitters *588*
Genuine bohemian bitter wine tonic *588*
George, V. M. 281
Germ killer and deodorizer, Egyptian *558*
German-American doctors *367*
German-American specialists 235
German and English specialists 236
headache powders *576*
medicine company 613
seidlitz salts *557*
stomach bitters *588*
syrup, Boschee's *486*
syrup, Drake's *486*
Germania herb, root and fruit tonic bitters *588*
Germen prescription 41
Getsinger, E. C. *155*
Gerstle female panacea 174
medicine company 622
Get slim 679
Getwell tablets *504*
Ghio, J. P. 711
Gilbert gravel root compound 592
T. H., drug company 592
Giles' germicide 593
remedy company 593
Gill, J. G. 324
Gilmore, J., drug company 603
L. A. 713
Ginger tonic *588*

PAGE

Gin-seng-gin *536*
Ginseng cordial *588*
Glasscoff, L. R. 425
Globe medical company *597*
pharmaceutical company *522, 523*
Gloria tonic *636*
Gloriol balm 60
glowene 61
Glycerin tonic *588*
Godfrey's cordial *486*
Goff's cough syrup 92
Goff herb bitters 92
S. B., & sons company 92
Gold medals 762
Goldberg, A. 330
Goldberg medical company *13*
Golden specific company 9
Goldman hair restorer 74
L. E. 388
Gooch's mexican syrup 92
Good and company 68
B. and H. H. 625
Gorham, T., catarrh cure 279
Gouraud's oriental cream 61
Goutaline, Elmore's r'eumatine 735
Gowan medical company *527*
pneumonia cure *456, 486, 527*
preparation 592
Grace medical company 585
Gracey, H. 598
Graham brand orange bitters *588*
bros. & company 74
dyspepsia remedy 593
G. *542, 550*
orcine 74
Graham-Miller company 260
Grains, L. C., company 127
Grains of health 594
Grand prix 762
Grandmother's pile cerate 767
Grant, F. E., epilepsy cure 139
Granville, A. and W. H. B. 772
Graves, W. H. *211*
Gray mineral water 469
Gray's glycerine tonic 749
tonic bitters *587*
Graydon, T. W. *77*
Graziana reducing treatment 687
Great English specialists 235
Green drops 594
H. H., sons dropsy remedy 511
mountain oil 594
T. E. 511
Greene's chill tonic *588*
F. A. and J. A. 750
F. R. medicine company *598*
improved compound of sarsaparilla *598*
L. H., company 93
nervura 750
syrup of tar 93
Greenhalgh diphtheria remedy 593
Gregg, R. C. *197*
Gregory's antiseptic oil 594
Greiner's blackberry cordial *588*
Griebel, R. M. 232
Griesdieck *505*
Griffin, W. M. 173, 298
Griffin, W. M. *212*
Griffith, E. H. *62*
Griffiths, A. B. *204, 420*
Griswold drug company 216
kidney pills 216
Groblewski, A. G. 589
Gross bros.' blood and liver tonic *588*
Grove, E. W. 517
pepsin coffee 517
Guenther, E. K. 65
Guertin, A. L. 140

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Guertin, A. L. ... 359
nerve syrup ... 140
Guild, H. M. ... 698
Guild, H. M. ... 312
company ... 350, 644
Guilmard, H. ... 490, 541
Guinan, Texas, Inc. ... 658
Gun's pain expeller ... 595
Gun Wa ... 648
Gun Wa ... 16
Gustin, E. B. ... 55
Guthrie, J. B. ... 447

H. G. C. ... 595
H. H. H. medicine ... 559
H. W. ... 582
Haarlem oil capsules ... 566
Habitina ... 194, 486
Hadley, W. W. ... 305
Hafer, K. E. ... 275, 583
Hageman, D. and W. ... 365
Hager medical company ... 174
Hagerty, A. G. ... 287
Haines' golden treatment ... 9
Hair, B. W., asthma cure ... 557
restorer, Farr's gray ... 493
tonic, Yale's excelsior ... 525
Hairwand powder ... 74
Hale's household ointment ... 735
Hale, W. H. ... 647
Hale, W. H. ... 14
Hall, A. S. ... 626
catarrh cure ... 513
E. W. ... 216
F. ... 175
J. G. ... 626
J. W. ... 348
O. F. ... 606
R. McM. ... 121
T. P. ... 121
Texas wonder ... 216
W. B. ... 778
& Ruckel ... 587, 617
Hallgren, B. A. ... 715
Hallstrom, F. ... 721
Hamburg stomach bitters ... 750
Hamby's Dawson water ... 470
Hamilton dispensary ... 348
Marjorie, obesity cure ... 360
M. ... 658
Hamlin's wizard oil ... 596
Hamlin's wizard oil ... 600
Hance bros. & White ... 586, 613
Hancock, J. M. ... 258
liquid sulphur ... 523
sulphur compound ... 596
Hand's worm elixir ... 520
Hanson, E. F. ... 275
Hargreave's reducing wafers ... 687
Harper, R. N. ... 522
brain food ... 522
cuforhedake brane fude ... 522
Harriman, J., drug company ... 545
Harris, H. L. ... 663
lithia water ... 563
springs water ... 470
Harrison's opium cure ... 15
opium elixir ... 486
quinine tonic ... 588
Hart's baby syrup ... 606
Harter's lung balm ... 94
medicine company ... 94
Hartmann, Dr. ... 468
Hartwell, A. D. and H. W. ... 505
Harwood, B. T. ... 778
Hausman drug company ... 610
Hawley's device ... 310
Hawley, L. B. ... 281, 303
Hawley, L. B. ... 20, 310

PAGE

Hay fever and catarrh remedy, Ryno's ... 535
Hay's hair health ... 74
Hayes, C. E. ... 403
E. D. ... 285
E. D. ... 266, 388
P. H. ... 425
asthma cure ... 425
Hayman, F. ... 656
Haynes' Arabian balsam ... 735
W. K. ... 348
Hayssen, H. H., goitre cure ... 597
M. D. ... 597
Hayward, E. S., Jr. ... 501
Hazen, L. ... 710
Head wash, Biri's ... 692
Health ... 698
Health ... 314
American journal of ... 571
and longevity ... 780
bitters ... 588
food company ... 545
grains ... 600
grains company ... 600
products company ... 407
reports, United States ... 20, 313
Healthtone-obesity-bath powder ... 399
Heart and nerve regulator ... 589
Hebing, W. ... 307
Heidelberg institute ... 364
Help-to-hear company ... 127
Help-to-hear company ... 310
Hemavitae ... 147
Hemetesene ... 785
Hendon, A. L. ... 489
Henks Waukesha water ... 470
Henry, Johnson & Lord ... 89
Henry's red gum compound ... 94
Hepatic salts ... 639
Hepatola ... 281
Herb bitters ... 588
medicine company ... 604
Herbaline ... 603
Herbetta curine ... 155
medicine company ... 155
Herbton ... 588
Herndon's gypsy gift rheumatic remedy ... 739
Herrick, E. B. ... 305
Herrick, E. B. ... 22
family medicine company ... 617
Hersch, Dr. ... 22
Hesperian tonic ... 598
Hesperian tonic ... 464
Heublein's calisaya bitters ... 588
Hiatt germicide ... 93
J. A. and W. F. ... 93
Hibbard, E. T. ... 315
F. L. ... 327
Hiccura water ... 470
Hick's capudine ... 500
Hien fong essence, Knorr's ... 594
Higgins, H. ... 310
J. ... 425
Higley, A. L. ... 708
Hill freckle lotion ... 61
honey and tar compound ... 93
J. L. ... 93
kidney kaskara tablets ... 217
syrup of tar ... 93
W. H., company ... 217
Hillside chemical company ... 106
Hilton, G. W. ... 93
specific ... 93
Himalya ... 596
Hindoo hair destroyer ... 83
Hinkley's bone liniment ... 595
Hirsch, C. A. and S. ... 746
S., distilling company ... 746
Hirschfeld, S. ... 428
Hiscox chemical works ... 77

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Historical publishing company..... 782
Hodgens, I. W.....360, 392, 394, 443
Hodnett's gem soothing syrup..... 538
Hoff's consumption cure..... 39
Hoff's consumption cure.....92, 580
Hoffman's golden bitters..... 587
Hoge, W. M...... 509
Hogg, L. A..... 76
Hokara 61
Holland medicine company..... 566
Hollander-Koshland company.....93, 603
Höllowell, A. K...... 570
Holmes, C. W..... 59
Holsman, C. K.....225, 230
Holst, F. 223
Holtzendorf, C. A..... 627
Home health club..... 766
health society 782
medical adviser 780
remedies 808
remedies company 767
supply company 82
Homenta 595
Homeopathic cancer college..... 643
Hon, A. S..... 175
healing compound 175
invigorator pills 175
stomach tablets 175
womb relief 175
womb suppositories 175
Hood, C. J., company..... 596
Hoods' sarsaparilla 596
Hood's sarsaparilla 617
Hooper anodyne 486
F. W. 669
Hop bitters 588
Hopkins' union stomach bitters..... 587
Horke vino 588
Horn, C. W...... 539
Hortenbach stomach bitters..... 587
Horter, Dr. 22
Horter, J. W..... 305
Horter, J. W...... 580
Hospital, St. Luke's..... 29
Hostetter's bitters 740
Hot Springs doctors.....236, 240
Hot x-ray plaster..... 597
Houchens' family physician..... 598
House, J. W. and A. B..... 738
Houser, W. J. 110
Houston drug company..... 531
Hover, H. 258
Hovey, C. M..... 778
Howard company 332
E. 163
G. C. C...... 618
specific 332
Howe, C. F..... 399
& company.....234, 341, 360, 399, 442
headache tablets 545
medicine company 545
Hoxsie croup remedy 573
Hoyt, S. H..... 625
Hudnut, R. 56
Hudson's hindoo hair destroyer..... 83
skin specific 61
Hughel, C. company..... 73
Hughes, M. R...... 199
& Hughes XL reducing pills..... 687
Human ease 283
Humbug oil 566
Humphreys' homeopathic medicine co. .. 595
pile ointment 595
Hunt, Dr. 22
Hunt, E. 304
Hurd, B. 306
Hurst, W. I..... 280
Hurtt, J. B. and T. D...... 560
Hutchinson's, F. S., anti-apoplectine... 598

PAGE

Huthwelker's, A. C., headache tablets... 531
Huyler, E. P. 610
Hyde, E. K..... 607
Hydrocine 146
Hyomei 597
Hyomei 601

I. X. L. bitters..... 588
Iamatological bureau 314
Ice mint 62
Ideal sight restorer..... 697
Ideal sight restorer..... 313
Ihle, C. W..... 258
Illinois health university..... 777
Imperial medicine company..... 599
remedy 599
spring water 471
Independent medical college.....634, 777
press 692
Indian stomach bitters..... 588
tar balsam 560
Indian wyanoke 599
Infallible headache tablet..... 561
Ingham, H. A..... 599
vegetable nervine 599
Ingraham, C. W...... 89
Ingram, F. F., and company..... 546
Inman, J. T...... 436
Instant relief, Wright's..... 486
Instantaneous hair colorine..... 76
Institute of physicians and surgeons.20, 407
of science, New York..... 406
Instituto Medico Britanico..... 649
Inter-American pharmacal corp..... 586
International chemical company..... 565
exhibition 762
institute 115
institute 40
laboratories 613
Interstate doctors 227
drug company 684
remedy company 284
remedy company 266, 388
Isham's water 556
Italian physico-chemical academy..... 756
Itinerant united doctors..... 260

J. B. L. cascade..... 697
J. B. L. cascade..... 311
J. Z. Obesity tablets..... 685
Jack's Indian tonic..... 588
Jack, J. 779
Jack pot bitter tonic..... 588
Jackson, A. W..... 305
Jackson, B. F., & company..... 581
Jackson, Dr. 22
Jackson, H. 256
Jackson's magic balsam..... 94
Jacobs' liver salt..... 599
pharmacy company 68, 599
Jacobsen, T. 262
Jaffe's intrinsic tonic..... 558
James, H. 541
James' soothing syrup..... 486
Jameson, S. H...... 569
Jamieson's extract of sarsaparilla..... 617
Jamun compound 217
Janss, H. and P...... 13
Japanese herb laxative compound..... 95
oil 590
oil, wonderful 596
remedy company 95
wild cherry cough syrup..... 95
Jaquequina 599
Jarabe de ambrozoin..... 94
Jaroma 602
Jasnogorski wine 585
Jayne's expectorant.....455, 486
Jefferson, F. A..... 348

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Jennings company 74
Jerome's dandelion stomach bitters..... 588
Jessamine, C. A..... 319
Jiles, H. J.....225, 230
Jiroch, F. W..... 287
Joe Person's remedy..... 614
John's, Father, medicine..... 91
Johnson, A. H..... 746
C., medicine company..... 610
chill tonic 600
E. H. 708
H. E. 381
J. I. 577
L. A. 297
M. W. 287
R. 778
S. S. 231
sarsaparilla 600
Johnston's cherry elixir..... 588
Jones beaver and oil compound..... 533
break-up 736
C. F. 300
C. H. 258
liniment 736
stomach bitters 588
W. B. 332
W. B. 615
Jordan company 558
Jordan, J. E..... 231
L. W. 558
Joslen, O. C..... 22
Journal of anthropology..... 655
of Health, American..... 571
June-kola 588
Juniper kidney cure..... 588

K. K. K..... 588
K-3 tablets, Willard's..... 356
Kahn's iron and malt whiskey..... 588
Kaiser, M. 762
Kalamazoo celery compound..... 600
Kalmus chemical company..... 140
Otto 140
Otto 348
Kamp & company..... 418
Kampfmueller's rheumatic remedy..... 736
Kansas city breweries company..... 748
Kardene 629
Kargon 632
Karle's German stomach bitters..... 588
Karlsbader stomach bitters..... 588
Katarno 588, 690
Ka-Ton-Ka 602
Katsubo, K. 307
Katz, E., G. J. and S. D..... 342
M. L. 352
Kauffman, M. H..... 219
Kaufmann's sulphur bitters..... 751
Kay's linseed compound..... 454
Kaylor, A. R..... 220
Keating's cough lozenges..... 455
Keller's flaxseedine 95
Keller, W. 307
Kellett's, J. L., oil of eden..... 601
Kelley, R. B..... 612
Kellogg's, F. J., safe fat reducer..... 386
Kells company 582
Kells company.....73, 87. 573
Kemp, E. C. M. and G. W..... 586
M. A., E. and E. C. M..... 580
M. H. 586
Kempe, O. A..... 319
Kendall, B. J., company..... 598
Kenealy, W. P..... 601
Kennedy, C. J..... 433
Kennedy cal-cura solvent..... 218
cherry balsam 575
D., company 218, 601

PAGE

D., company 575
East India bitters..... 588
favorite remedy 601
herculine tonic 575
J. 744
J. D. 433
tonic port 743
worm syrup 575
Kenner, R. C. 192
Kent, W. W..... 702
Kenton pharmacal company..... 73
Kenyon & Thomas company..... 735
F. S. and C. H..... 735
Kephalose 507
Kermott's, J. W., ext. blackberry..... 601
Ketcham, W. M..... 352
Kickapoo cough cure..... 555
Indian medicine company..... 555
Kidd, J. W.....227, 298
J. W., company..... 212
Kidney disease, nostrums for..... 183
remedy 218
tablets 629
Kidneyleine 589
Kidniwell 588
Kilkie, Dr. 22
Killing public health legislation..... 798
Kilmer & company..... 208
Kilmer and company..... 675
Indian cough cure.....454, 675
Kimball, L. 680
King, A. 610
alterative and blood cleanser..... 602
F. 539
G. L. 218
kidney remedy 218
medicine company 95
of the world..... 602
royal germetuer 603
throat and lung balsam..... 95
Kingsbery's, F. W., freckle lotion..... 62
Kingsley, O. C..... 332
Kingsley, O. C..... 615
Kinmonth's, H. S., diphtheria specific... 602
Kinne, H. E..... 538
medicine company 538
sure headache cure..... 538
Kinsey, B. W..... 240
L. B. 241
Kintho beauty cream..... 577
Kittson, E. B..... 176
Klein, E. 304
Kline, Dr. 21
great nerve restorer..... 567
J. R. 415
nerve remedy 142
R. H.....142, 152
R. H., company..... 567
Knapp medical company..... 287
Knapp medical company.....266, 389
Knight, L. A..... 737
Knorr hien fong essence..... 594
medical company 594
Known doctors 228, 236
Knox head-ake powders..... 540
J. A. 404
Ko-ca-ama 588
Koca nola 530
Koch's, H., celery and gin compound... 218
Kodal tablets 40
Kodal tablets 581
Koechl, V. and company..... 509
Koehler's headache powders..... 497
stomach bitters 588
Koehn, Dr. 315
Koenig medicine company..... 144
nerve tonic 144
Kohlers antidote 536
manufacturing company 536

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Kohnstamm, P. 656
Kokomo medicine company..... 172
Kokomo medicine company..... 225
Kola and celery bitters..... 588
Kola-ade 534
Kola cordial, Nichol's..... 562
wine 588
Kopp's baby's friend..... 602
Kopp's baby's friend..... 431
Korein, oil of..... 687
Kos kola 534
Kosine 156
Koskott laboratory 201
Kotalko, Inc. 115
Kotalko 202
Kovacs, K. 616
Kraus, phenomenal 240, 255
Kremoids 175
Kreuzberger's stomach bitters..... 588
Krummel's bonekamp maag bitters..... 588
Kudros 588
Kuhn's rheumatic remedy..... 736
Kulux compound 62
Kumfort company 535
Kuno, D. 324
Kurakoff 551
Kutnow brothers, Ltd...... 515
powder 514
Kydnus 268

L-2 tablets, Willard's..... 356
Laboratory, Austrian 424
Koskott 201
plapao 415
l'Academie Physico-Chimique Italienne.. 756
La Cottel manufacturing company..... 541
La creole hair dressing..... 75
Laederich, V. H..... 165
Laevison, A. M., and company..... 556
Lafayette company 95, 610
cough syrup 95
La Franco combination treatment..... 175
medical company 175
vitalizer 175
Lakeside medicine company..... 603
Lalonde, J. 699
Lambert pharmacal company..... 531
wine of coca..... 531
Landvoigt, W. H..... 278
Lane's asthma cure..... 515
catarrh and cold cure..... 590
Lane, D. J..... 515
Langdon, H. H...... 663
Langham, J. D...... 549
Lanman & Kemp..... 586
Laranz, C. 310
La Sage, Pearl..... 62
complexion treatment 62
La Sanadora 569
Las-I-Go 603
Last chance medicine company..... 300
La Tosca hair tonic..... 536
Lavona de composée..... 76
Lavox shampoo powder..... 76
Law, H. and H. E...... 241
Lawhon, W. M..... 424
Laxa bark tonic..... 588
Laxative bromo quinine..... 517
quinine tablets 603
Leach cancer cure..... 52
F. A. 322
L. T. 26, 52, 547
W. A. 634
Lee, A. 307
celebrated stomach bitters..... 588
croup specific 604
E. F. 326
W. W., & company..... 604

PAGE

Lehman-Rosenfeld company..... 543
Lehn and Fink..... 683
Leipsic doctors 367
Lekko stomach bitters..... 588
Lemke, A. J., medicine company..... 564
C. H., E. S., C. R. and W. H..... 602
golden liniment..... 602
H. C., medicine company..... 602
Lemon ginger 588
Le Montais, E..... 779
Leonard, A. O..... 129
ear oil 129
Lepso 156
Leslie's weekly 244
Lesslie company 60
Letter-brokers 644
Leucke, H. J..... 141
Leucke, H. J...... 349
Leverne, V. 327
Lewis, A. G..... 758
A. H., medicine company..... 532
C. A. 551
H. C. and A. G..... 759
Lexington drug and chemical co.... 143, 152
drug and chemical company..... 578
Liberal medical union..... 327
Library of health..... 780
Ligeour, J. C..... 627
Lightning hot drops..... 604
Limestone phosphate 604
Lincoln, C. J., company..... 594
G. S. 305
Lindley's epilepsy remedy..... 570
Lindsay, J. C., and company..... 537
Lindsey's blood searcher..... 603
Lintott, J. E...... 656
Lippman, F. V..... 612
Liquid carbonic company..... 580
Liquid life 441
sulphur, Hancock's 523
Lister, J., & company..... 327
Lithiated Mount Clemens water..... 471
Little, J. F..... 784
Littlefield & company..... 585
Live and let live drug company..... 172
Liveon consumption cure..... 95
Liverine 588
Livingston, M. M..... 176
Lloyd, J. Q..... 755
Lloyd, J. Q...... 78
J. T. 327
N., reducing treatment..... 687
specific 78
Locher & Wenger 737
rheumatic remedy 737
Loffler, G. D..... 633
Lombardo, J. L...... 536
Lombardo's La Tosca hair tonic..... 536
Londonderry lithia water..... 555
Lopez 604
Lord, J. P..... 49
Louisenbad reduction salt..... 683
Low's worm syrup..... 519
Lowe, W. H., company..... 553
Lower blood remedy..... 605
C. A. 41
germen prescription 41
R. H. 605
Luburg, C. E..... 175
Lung germine 95
Lung germine 108
syrup, Victor's 486
Lungsava 48
Lung-vita 96
Lutz stomach bitters..... 588
Luxor 629
Lyko 745
Lymphol 415

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Lynott, T. F. 342
Lynott, T. F. *287*
Lyon, F. E. 778
stomach bitters *588*

M. I. S. T. 524
MacArthur, R. S. *281*
MacDonald's atlas compound 607
MacDonald, J. 607
Machnikowski, I. A. 778
MacNamara, E. J. 306
Mack, G. B. 335
Macaura, G. 649
Magador bitters *588*
Magen bitters *588*
Magic foot drafts *636*
pain destroyer 594
regulators *638*
Magistral chemical company 611
Magistral chemical company *509*
Magnetic healing 306
Mag-No brand liniment 737
Magnolia remedy company 88
Maguire benne plant compound 607
compound extract benne *486*
J. & C., medicine company 607
Maignen antiseptic powder 605
Mail-order concerns 268
supply company 302
Mailing list, getting a *689*
Make-man tablets *530*
Mallory, H. H. *94, 637*
Malt nutrine 751
Mammary cell food 175
Manadnock lithia water 471
Manana gluten breakfast food *545*
Manchester, B. E. 260
Manola *684*
Mansfield's Mississippi diarrhea cordial 607
Maple balsam 96
villa sanitarium 759
Marie medicis poudre de riz 65
Mark's stomach bitters *588*
Marmola *388*
Marrs, W. T. *501*
Marsh, L. A. 98, 592, 735
Marshall blood pills 609
lung syrup 609
M. W., medicine company 609
pain drops 609
Marston, A. W. 331
Marston remedy company *18*
Martel's female pills 176
Martin, E. C. 441
E. J. 137
W. H. 88
Martyn, M. *628*
Mascarenhas, J. C. 337
Mascarenhas, J. C. *188*
Massingale advertising agency 573
St. Elmo 573
Master specialist *364*
Matchette's tobacco antidote 15
Mathieu's cough syrup 96
Mattei, Count 650
Matthai, C. E., and M. E. 608
Matthai's victory 608
Matusow's (H.) nulfey 608
May's (W. H.) formula 144
Mayatone *633*
Mayor, H. A. 78
Mayr, G. H. 526
Mayr, G. H. *482*
stomach remedy 525
stomach remedy *482*
McCandless, Dr. 405
McCarty, A. P. and C. 630
McClelland, A. O. 258
McClelland, W. *557*

PAGE

McConnell, A. *279*
McCord, A. F. 734
McCormick, K. A. 306, 314
McCorrison's golden seal *588*
McCorrison's diamond lotion 65
McDonald, S. A. 629, 739
McDuffie, P. C. 571
McFatrich, G. W. and J. B. *606*
McGill, J. A. 177
McGraw's (G. W.) herbs of youth 608
McIvor, G. H. 721
McKesson and Robbins *640*
McLean, J. H., medical company 219
kidney balm 219
tar lung balsam 97
McMichael, C. N. 708
McMillin, F. 327
McNamara, E. J. 314
McNeal, D. W. 82
velvet depilatory 82
McNulty, H. L. 94
Mecca compound 609
Mechano-Therapy, American college of *647*
national institute of *656*
Medical food company *148*
formula company *599*
formula laboratories 81
institutes 223
mailing list company *644*
university of Ohio 648
Medicology 780
Mederine 610
Megrimine, Whitehall's 629
Men's specialists 359
Mendenhall, J. C., medicine company 606
Mendenhall's No. 40 606
Menefee, R. N. *523*
Mentho-Laxene 97
Mentholatum 607
Mercolized wax *603*
Meta, Harriet *406, 597*
Meta, multa *588*
Metropolitan medical college 715, 777
medical college *346*
Metz, G. P. and H. A. *509*
Metzger, B. S. 778
Mexican hair tonic 76
oil 610
oil *486*
roach food company 76
stomach bitters *588*
Meyer drug company 219
extract of sarsaparilla 219
red diamond tablets 219
Meyers, J. E. 228
Micajah's wafers 163
Michigan drug company 600
Microbe killer, Radam's *447*
Microzone medicine company 653
Midol *508*
Mielke, R. 305
Mikado wine tonic *588*
Milano pharmacal company 588
Milburn's kola and celery bitters *588*
Milen, T. 229
Miles anti-pain pills 147
C. F. 148
heart treatment 521
liver pills 147
medical company 147, 521
restorative nervine 147
Miller, A. D. and A. L. *120*
A. J. *549*
brand bitters *588*
Cora B. 301
C. B. *225*
C. C. 446
cancer cure *549*

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

F. D. *225*
F. E. 784
G. McA. *120*
H. J. *120*
international institute *115*
J. F. *551*
medicine company 155, 301
Orlando E. 40
Orlando E. *115*
R. B. 456, 458
vegetable expectorant 98
Z. L. *120*
Minard's liniment 737
Mineral waters 463
Minges, K. L. 690
Minges, K. L. *406*
Minnesota pharmacal manufacturing company 218
Minyol, plain yellow 77
Miod honey wine *588*
Miscellaneous nostrums 482
specialists 633
Miscellany 755
Mitchell, C. L. *487*
Mitchella compound *236*
Mixer (C. W.) cancer cure 55, 551, 690
Modene 83
Modern vacuum cap company 674
Moffett, C. J., medicine company *567*
Moffett's teethina *486, 567*
Monells' teething syrup *432*
Monte Christo rum and quinin 76
Moone chemical company 589
Moore, E. H. 102
M. J. 302
R. M. 501
Moran, G. E. *333*
Moras, E. R. *528*
Moreau's wine of anise 610
Morgan, E., & sons 98, 592, 735
Morgan, E. D. 86
Morlene 684
Morley ear-phone 131
Morley, G. B. *158*
Morphina-cura *197*
Morris, K. 615
Morris-Morton drug company *572*
Morse's cream *574*
Morse, H. *574*
Morse, W. H. 151, 268, 320, 482, 503, 726
Morse, W. H. 154, 205, 314, 571, 685
Mortimer, G. and company *576*
Moses, E. L. 707
Mosso (C. A.) Oil of Salt 543
Mother's friend *531*
remedies company 611
salve 611
Mothersill's seasick remedy *641*
Mountain rose tonic 603
Mountain valley water 471
Mu-col 611
Muco-solvent *524*
Mülhens and Dropff *489*
Mullein compound and sweet gum *486*
Muller famous prescription 737
W. H. 737
W. H. *573*
Multo-fruto *385*
Mum 83
Munyon's remedies 513, 559, 590, 603
Murine eye remedy *603*
Murray's infallible system tonic 524
Murray, R. M. and S. B. 524
Musterole 612
Myers, W. W. 783

Nashville medicine company 96
Nathalina 77

PAGE

National animal products company 578
chemical company 87, 105
fraternal sanitarium *78*
herb company 737
institute of mechano-therapy *656*
medical university 428
pharmacy company 578
remedy company 222, 590
remedy company *595*
union drug association 215
Natura company 577
Nature's creation 98
Nature's creation *131*
remedy for kidney troubles and blood poisoning *588*
remedy tablets 532
Naturopathy, Carnegie university of *660*
Navaun, E. S. and C. S. 98
Navaun's Mexican lung balm 98
Neal, B. E. *345*
biscuit company *407*
E. V. 303, 306
E. V. *20, 407*
institute *345*
M. H. 306
olivfoam 66
olivine 65
reducing belt *414*
Neroxin 67
Nerve invigorator, damiana *543*
restorer, Kline's great *567*
vitalizer, Wheeler's *627*
Neuropin *588*
New force tablets 302
life remedy company 302
Vienna medicine company *570*
York and London electric assn. 109
college of magnetics 655
drug concern 93, 588, 595
health journal 758
institute of physicians and surgeons. 303
institute of physicians and surgeons 306, 690
institute of physicians and surgeons 20, 310, 407
institute of science 305, 655, 690
institute of science *406*
medical institute 229
World 696
Newell pharmacal company 16
Newman, G. E. 305
Newton, B. *328*
nutritive elixir *588*
Nichols, A. B. *199*
compound kola cordial *562*
Nicholson, J. *661*
Nicotol 12
Nikola 684
No. 6 compound 627
No. 19 compound 627
Noble's healing syrup 610
Nocturnia 767
Noel, J. R. and T. *451*
Non-Spi 83
Norma medical association 127
Normal pills 687
Norman, J. E. 165
Normyl treatment 15
Norrell, L. *224*
Norrell, L. M. 173
North American company 659
Dakota, good work in *597*
Northern drug company 610
Illinois college of ophthalmology *606*
Northwestern united doctors 236
Norton, B. *327*
M. 305
Norwich pharmacal company 127

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Nostrum advertising and the agency leverage ... 804
and public health ... 804
and druggists ... *692*
Novak's stomach elixir ... *588*
Nulfey, Matusow's ... 608
Nurito ... 612
Nurito ... *508*
Nutriola ... *275*
Nuxated iron ... 535
Nuxcara ... 612
Nyal's extract of damiana ... *537*
headache wafers ... *561*
spring sarsaparilla compound ... *617*

O. K. headache cure ... *531*
Oak balm ... 174
O'Beirne, J. R. ... *407*
Obermuller's bitters ... *588*
Obesity cures ... 657
O'Brien, H. J. ... 111
O-Do-Cure ... 83
Odol ... *608*
Odor-o-no ... 83
O'Hare's bitters ... *588*
Oil, Mexican ... *486*
Oil-of-pine compound ... *523*
Oil-of-pine, virgin ... *634*
Oil-of-Salt ... 543
Okola ... 315
Okola laboratory ... 306, 314, 690
Okola laboratory ... *406*
method, Corish's ... *205*
Okolator ... 315
Okolizer ... 315
Old Dr. Jacque's bitters ... *588*
Dr. Scroggin's bitters ... *588*
Indian fever tonic ... 593
medicine company ... 754
Oleozone ... *146*
Olive tablets, Edwards' ... 511
Oliver, R. A. ... *94, 637*
Olivfoam, Neal's ... 66
Olivine, Neal's ... 65
Omaha medical institute ... 234
O'Melia, M. ... 307
One day cough cure ... *486*
Oneal, O. ... 352
O'Neil's malt whiskey ... 98
Opaline suppositories ... 176
Opicka, A. B. ... 778, 779
Opium elixir, Harrison's ... *486*
Orange bitters ... *588*
blossom suppositories ... 177
Orangeine ... *497*
Orchard white ... 66
Orchis extract ... 322
Orcine, Graham's ... 74
Ordway, A. P., & company ... 751, 752
S. H. ... 586
Oregon Indian medicine company ... 602
Organo product company ... 324
Oriental doctors ... 236
Original united doctors ... 236
Orrine ... 16
Osborne, D. C. ... *546*
Othine ... *67*
Ottignon, W. ... *314*
Ottnat, E. L. ... 307
Otto's spruce gum balsam ... 99
Our ginger brandy ... *588*
standard remedy ... 611
velvet depilatory ... 82
Ovelmo company ... 298
Ovelmo company ... *224*
Overdear, B. M. ... *220*
Owbridge's lung tonic ... *454*
Owen's sore wash ... 613
Oxidaze ... *163*

PAGE

Oxien tablets ... *609*
Oxybon ... 706, 715
Oxybon ... *295*
Oxydase ... *155*
Oxydonor ... 705, 706
Oxydonor ... *295*
Oxygen, compound ... *190*
Oxygenor ... 713
Oxygenor ... *295*
Oxypathor ... 706
Oxypathor ... *295*
Oxy-tonic ... *444*
Oxytonor ... 706
Oxytonor ... *295*
Oxzoin, flowers of ... *597*
Ozark stomach bitters ... *588*
Ozomulsion ... 99
Ozone vichy water ... 472
Ozonol lung developer ... *97*

P. G. S. ... 583
P. P. P. ... 612
Pacific coast borax company ... *663*
Pacific coast quacks ... 230
Packard, H. P. ... 779
Packers product company ... 322
Paget, A. H. ... 53
Painease ... *558*
Pain-I-Cure ... 593
Pale orange bitters ... 751
Pale orange bitters ... *588*
Palestine drug company ... 624
Palm vine ... *332*
Palmer, D. ... 778
G. ... 172
skin whitener ... 68
Panama bitters ... *588*
Pa-Pay-Ans, Bell ... 491
Pape's cold compound ... *598*
Paracamph ... 613
Paris academy of beauty arts ... *406*
Paris medicine company ... 517, 614
Parisian sage compound ... 77
Park & Russell company ... 599
Parke, Davis & company ... 305, 315, 334
Parke, Davis and company ... *276*
Parker-Blake company ... *533*
Parker hair balsam ... 77
universal headache cure ... *529*
W. J. ... 587
Parkview sanatorium ... *547*
Parmint ... 613
Parnotis ... *629, 631*
Parris, F. F. and T. G. ... 280
Parris-Hurst company ... 280
Pastor Koenig's nerve tonic ... 144
Patch, E. L. manufacturing company ... *276*
Patent medicine makers and the press ... *669*
Patent medicines, secrecy in ... 800
Paul manufacturing company ... *558*
Payne, A. V. ... 43
Payne & Co. ... 305
new discovery ... 615
quick relief ... 615
sylax ... 613
Pazo's pile ointment ... 517
Pectoral plasters, Raymond's ... *689*
Peeble's epilepsy cure ... *570*
institute of health ... 148
J. M. ... 148
Peeke's cure ... 157
Pellagracide ... *609*
Pelvic specialists ... 258
Penny, S. ... *565*
Pennyroyal pills, Chichester's ... *591*
Penrose, B. ... *618*
Pepsin magen bitters ... 751
stomach bitters ... *588*
syrup company ... 494

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Peptonic stomach bitters 588
Percival, C. G. 700
Perkins, Dr. 259
Duffy & McLean 502
H. W. 143, 152
J. B. 501
J. B. 68
national herbs regulator 737
Perlitch's prescription pharmacy 533
Peroxid specialty company 557
Perry's moth and freckle lotion 68
Persil 752
Perspi-No 85
Perspiro 85
Perspiro 611
Peruna 545
rediviyus, ka-tar-no 690
Peruvian bitters 588
Pesqui's vin urane 463
Peters' headache powders 549
Peter Paul stomach bitters 588
Peterson, E. W., Jr. and Sr. 609
Petit's eye salve 486
Pettinger's kidney remedy 220
Peychaud's bitter wine cordial 588
Pfeiffer, S., manufacturing company 220
Phatolene tablets 687
Phedrin 219
Phenalgin 497
Phen-ix chemical company 177
Phen-ix-ine nerve vitalizers 177
Phenol sodique 613
Phenomenal Kraus 240, 255
Philips, C. H. 314
Philip's face lotion 558
Phoenix seminola hair restorer 77
Phuton kidney remedy 219
Physical culture 693
Physicians and patent medicines 796
Physicians cooperative association 183
Physicians' institute 649
Pierce, H. J. 579
Pierce's anuric 201
extract of smartweed 547
favorite prescription 201, 547
golden medical discovery 201, 547
pleasant pellets 547
smart weed 486
Pierson, S. K. 550
Pile ointment, Munyon's 603
Pilkinton, W. E. 523
Pilsbury coke extract 533
Pilsener bitter wine 588
Pilson, J. H. 181, 302
Pine compound, oil of 523
Pink pills 336, 630
Pinkham's vegetable compound 160
Pinus medicine company 479
Pioneer ginger bitters 588
Piper, R. S. 447, 452, 460
Piso 101
Piso 486
tablets 163
Pitcher, S. 518
Planck, F. M. 335
Plank, W. R., drug company 529
Plant juice 548
Plantoxine 425
Plapao laboratories 415
Plas-tr-pads, Stuart's 415
Plummer's tobacco cure 16
Pluto water 472
Pneumo-psycho-manas-soma system 654
Pneumonia cure, Gowan's 486, 527
Pneumovita 102
Podolax 552
Poland wine bitters 752
Pollock, E. H. 305

PAGE

Pollock, Dr. 22
Professor 201
Pond's ginger brandy 588
rock and rye 588
Poole, G. B. 339
Popham, G. W. 640
Porter's antiseptic oil 517
Porter's healing oil 614
Poslam 612
Potter company, Darwin 265
drug and chemical corporation 584
drug and chemical corporation 594
hygiene supply company 491
M. C. 265
walnut juice hair stain 491
Powell's balsam of aniseed 454
Powell, E. J. 626
G. C. 127
Prescription A-2851 732
products company 60, 77
Preservatives, food, molding opinion on 663
Presto, P. company 326
Preston's hed-ake 533
Prewitt, R. C. 196
Price canning compound 680
Price, J. R., company 327
Prickly ash bitters company 618
Probert, A. C. 772
Progressive home treatment for deafness 207
Proprietary association 275, 801
Protective association, advertisers' 669
Protone 387
Psychic world 335
Psychine 100
Psychological healing institute 639
Publisher's advertising agency 330
Pullen-Richardson chemical company 540
Pulmonol 43
Pulsator 650
Pulsocon 650
Pulver, T. A. 303
T. S. 20
Purdue, Frederick company 749
Purgen 519
Purifico, E. E. Burnside's 580
Pusheck, C. A. 102
cold treatment 102
Pyle 349
Pyroxin 77

Q-Ban hair restorer 77
Quackery of the drugless type 689
Quacks, confidence of 644
Pacific coast 230
Quaker herb extract 615
Indian specialists 633
oil of balm 615
Quakor oil 615
Quality damiana compound 600
Qualle, Dr. 372
Quick, J. V. 214
Quickstep, Frye's remedy 737
Quinin whiskey 560
Quinola 629
Quinquina Dobonnet 588
Quintone 78
Quinzoin 78

R. L. company 83
Radam's microbe killer 447, 532
Radio medical electro doctors 233
electric company 223
sulpho cancer cure 62, 568
sulpho 62
Radi-sulpho brew 62, 568
Radium healing balm 616
Radol 69, 529

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Radway's ready relief..... 738
sarsaparillian 616
Rainey (J. M.) medicine company..... 277
Ralston's acme diabetic flour..... 579
health breakfast foods..... 579
select bran 579
Ramon's pepsin headache cure..... 542
Ramsey, E. W...... 46
Randall, J. H.....777, 778
Raney blood remedy..... 616
L. J. 616
medicine company 616
Raser, W. H..... 587
Rathbun's (G. M.) remedy..... 466
Rattinger's bitters 587
Rattlesnake oil liniment..... 616
Rawleigh golden cough syrup..... 102
ru-mex-ol 102
W. T., medical company..... 102
Raymond and company..... 689
E. W. 609
pectoral plasters 689
Raynor, H. C...... 268
Raynor medical company.....266, 389
Rea, W. D..... 256
Read drug & chemical company..... 739
G. H. 348
J. S. 314, 501
Red clover extract..... 128
Red diamond tablets..... 219
Red line wheat..... 124
Red raven 599
Redding & company..... 617
Reed, A. S...... 502
J. S. 304
M. L. 778, 779
Reeder, D. H..... 766
Reese chemical company..... 580
Register, R. 14
Register, R. 649
Reichs-Quellen Gesellschaft water..... 475
Reinhardt, F. A. H...... 364
L. J. M., W. A. and W. F...... 365
Rellim 155
Re-New-U 766
Rengo 387
Renne's pain killing oil..... 617
Renova distributing company..... 759
Repetto, F. H..... 322
Resinol 613
Resolvent 220
medicine company 220
Re-stor-all 82
Restoria 554
Reuter's syrup 616
Re-ves-to 189
Review of reviews..... 650
Revivo 56
Rex cough syrup..... 456
Rex ginger 588
and brandy tonic..... 588
Rexall cholera cure..... 486
headache wafers 544
sarsaparilla tonic 617
Reynolds, P. K..... 713
J. M. 135
Rheinhardt Bros. 368
W. F. 381
Rheinstrom's stomach bitters..... 588
Rheumatic oil 610
Rheumaticide company 541
Rheumatism cures, etc..... 726
Rhodes, F. B..... 270
Rice rupture cure..... 415
W. S. 415
Richards dyspepsia tablet association... 627
H. 646
H. M. 177

PAGE

Richardson, D. D..... 425
E. D..... 585
Richie morphin cure..... 11
W. N. and G. N..... 12
Richmond, S. A., nervine company..... 159
Riley, F. T.....241, 242
kidney cure 588
T. L. 153
Rimsovo malto-sove vino chino..... 588
Ritchey, C. A..... 602
portrait company 95
Roberts, C. S...... 146
J. W. 464
S. 258
Robertson, O. 653
Robinson, A. 266
A. E. 284
A. E. 266
E. P. 679
spring water 476
Roche's embrocation 457
Rock spring water..... 477
Rockandy cough cure..... 588
Rococola 543
Rogers' consumptive cure..... 103
inhalant 103
M. J., medical company..... 103
Rohrer's artesia cream..... 68
Rohsenberger, J. H..... 99
Roman solvene laboratory..... 406
Rombauer, E. R...... 505
Romero, B. 569
drug company 569
Ronca, J. 307
L. F. 307
Root juice compound..... 753
Rosadalis 617
Rose, E. W., medicine company..... 632
M. A. 640
Kayloin 68
Rosolio 588
Ross, B. M..... 389
J. A. 346
S., company 599
Royal baby's safety..... 616
lithia water 477
lithia water 569
manufacturing company 616
pepsin stomach bitters..... 588
pepsin tonic 588
Rubino healing springs water..... 477
Rudolph, J. J..... 484
malarial specific 484
Ruffner, J. M...... 365
Rullison, J. E..... 779
Ruppert's face bleach..... 68
Ruskin industrial guild..... 122
university 120
Russell, A. 234, 342, 404
anti-corpulent preparation 688
I. B. 49
L. 701
medicine company 617
white drops 617
Russia salve 617
Ryckman, S. S..... 49
Ryno, E. H...... 535
Ryno's hay fever and catarrh remedy..... 535

S. B. cough remedy..... 104
S. S. S..... 555
Sabine's blackberry soothing drops..... 564
Sacco 48
Sadd, C. J..... 220
Safe cure, Warner's..... 512
Sage, O. H..... 307
X. La M.....305, 655
X. LaM. 407
Sal hepatica 639

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

Sal lithin *436*
Salacetin *497*
Salguando, J. 708
Sallusto, G., & company 753
Sal-sano 220
Salts, German seidlitz *557*
Salvator magnesia water 477
Salvitae 221
Samaritan nervine 159
Samuels, H. *282*
Samuels, Prof. H. 331, 778
Sanatogen 336, 560
Sanatogen *470*
Sanche, H. 705
Sanche, H. *295*
Sanden, A. T. 721
electric company 721
Sanderson's six-herbs 137
Sandwick, W. H. 713
Sanin-Gesellschaft *458*
Sanitarium company, St. Louis *44*
Sanitol *614*
Sanitone wafers *385*
Sanol antidiabetes 191
Sanosin *165*
Sanova company 179
Santal pepsin capsules 220
Sarasina stomach bitters *588*
Sarcology, psychic *335*
Sargol 332
Sargol *614*
Sartoin skin food *521*
Sartolin *164*
Sauer, E. 536
Saunig, A., & company *574*
Saxolite *618*
Sayle's compound extract of sarsaparilla *617*
Sayman healing salve 622
T. M. 617
vegetable liniment 617
Sa-Yo mint jujubes 104
Scarff, F. W. *634*
Schade, E. D. and H. 178
Schade's specific 178
Schall, H. M. 501
Scharff, F. W. 55, 73, 74
Scheetz bitter cordial *588*
Scheffler's instantaneous colorine 78
Schenck's pulmonic syrup 104
Schier's famous bitters *588*
Schiller, D. R., Rev. 638
Schlesinger, M. C. 39
Schlesinger, M. C. *580*
Schmidt's celebrated strengthening bitters *588*
Schneider, R. *165*
Schoenfield's kidney tablets 220
Schoenling, Dr. *349*
Schoenling, E. H. 141
Scholl, B. F. 783
Schonka treatment 140
Schonka treatment *348, 351*
Schreiber, G. 256
Schroeder's German bitters *588*
Schuch, Jr., P. *568*
Schuh drug company 583, 618
white mixture 618
yellow injection 618
Schulze, W. C. *648*
Science, New York institute of *406*
Science, society of, letters and art .....
..... *28, 88, 188, 205*
Scientific academy, Columbia *407*
Scientific medical college 777
Scott, H. 778
J. A. *535*
J. H. 115
J. T. *118*

PAGE

medical institute 230
W. D. 242, 258
W. E. *201*
Scrofula and cancer syrup, Mixer's *554*
Seaweed tonic, Veno's *513*
Seawright water 478
Secor, H. T. *121*
Secrecy in patent medicines 800
Secrecy, the fundamental 801
Sellen, M. E. 778
Senger, D. B., & company 182
Senoret chemical company *575*
Sensapersa 618
Septicide *562*
Sethness company *534*
Severance, E. A. 230
Seyler, E. D. 613
Shac *510*
Shafer, C. *360*
Shallenberger, J. F. 456, 458
J. N. 447, 448, 456
W. 456
Sharp and Dohme *505*
Sharpe, G. H. *622*
Shaw, C. H. *387*
Sheppard, J. R. *546*
Shepard pharmacal company *573*
Sherman's headache cure *550*
peruvian tonic and systematizer *587*
prickly ash bitters 618
Shield's, V. E. and W. H. *536*
Shiloh's cure *486*
Shoop's cough remedy 619
croup remedy 104
diphtheria remedy 619
laboratories 619
night cure 619
preventics 619
restorative 619
Shores' kidney cure 221
Shores Mueller company 221
Shuptrine company 622
Sid-ol *686*
Simon aromatic stomach bitters *588*
J. I. & H. *539*
Simplex hair coloring 78
Simpson, A. B., company 619
C. M. 622
cerebro-spinal compound 622
medical institute 622
vegetable compound 619
Singleton's eye ointment 620
Sirena tonic *588*
606 medical laboratory 361
Skarzynski, A., & company 630
Skeen's, D. A., stricture cure 339
Skin-food, sartoin *521*
Yale's *524*
Skin, preparations for 55
Sleepy water 479
Slenderine 676
Sloan, E. S. 621
Sloan's liniment 621
Slocum, T. A. 99, 597
Sluyters, A. 307
Smart weed *588*
Pierce's *486*
Smaw, W. H., & company *529*
Smith bitters *588*
C. E. R. *565*
E. E. 335
H. K. *13*
J. A. *636*
J. F. M. *566*
kidney remedy 221
Kline & French company 519

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Smith medicine company..... 221
quinnets *565*
T. B. lung tonic..... 104
vitalizing bitters *588*
W. M. 283
Smithwick, J. W. P...... *151*
Smokey, J. H. F..... 616
Sneezeless snuff, Tousley's..... *486*
Snow, F. L..... 61
Snyder bitters 752
J. H., medicine company..... 752
Society of associated physicians..... *404*
of science, letters and arts...268, 726, 755
of science, letters and art..29, 88, 188, 205
oriental mystics 655
St. Luke's *120*
of universal science..... *279*
Soemnoform *546*
Soothing balm, Brant's..... *552*
drops, Sabinc's blackberry..... *564*
syrup, Hodnett's gem..... *538*
syrup, James' *486*
syrup Winslow's *432, 486*
syrup, Wood's *578*
Sore wash and eye lotion company..... 613
Soule medical company..... 593
South African institute..... 48
Southington remedy company..... 179
Spangler, H. 257
Specific mixture, Crossman's..... *486*
Spence-McCord drug company..... 107
Spiegel, M. *533*
M., L. J., and J. K..... 736
Spooner, L. G..... 701
Sporty days invigorator..... *539*
Springsteen medicine company..... 603
Sprong, E. A..... 49
Sprudel water 478
Spurmax *631*
St. Anne's morphin cure..... 16
St. James society..... 16
St. James society drug cure..... *576*
St. Johannis drops..... 602
St. Joseph's quick relief..... 622
St. Louis sanitarium..... **642**
St. Louis sanitarium..... *44*
St. Lukes' hospital.....336, 338, 772
St. Luke's hospital..... *29*
society *120*
St. Paul association..... *193*
St. Rafael quinquina..... *588*
Stace, E. F...... *183*
Stafford water 478
Standard chemical company..... **627**
medical society 611
Stange's cramp drops..... *561*
Stanley, C. 620
E. J. 785
instant headache cure..... *550*
snake oil liniment..... 620
Staples, L. H.....234, 341, 404
Stapleton, J. A..... 501
Star of life..... 180
well water 479
Stargrass compound **177**
Stark, G. R...... *291*
Starnes, W. A., drug-habit cure..... 16
Starnes, W. A., drug-habit cure..... *549*
State land company..... 223
medical institute.....234, 341, 404
medical institute *266*
Stearns, F., & company.....*510, 537, 561*
Stearns, J. M..... 212
Steinhardt bros. & company..... *543*
Steinkonig's stomach bitters..... *588*
Stella-vitae 180
Stello's asthma cure..... *573*
Sterline's asthma remedy..... 105

PAGE

Sterline's, W. K., bronchial elixir..... 105
Sterki's Ohio bitters..... *587*
Stevens, C. H., consumption cure..... 47
Stewart, C. M. C., sulphur company.... 622
Stewart medical company..... 242
P. L. 242
sulphur company, C. M. C...... *449*
Stolk, A. I...... *656*
Stomach bitters *588*
Story, D. D. T..... 302
Stoughton bitters *588*
Stillman's freckle cream..... 69
Stradus, R. T...... *404*
Strandgard, J. F., T. B. medicine..... 52
Strange, H. M..... 738
rheumatic remedy 738
Strauss exhilarator *588*
Strenva vacuum treatment..... *314*
Strogal 175
Struzynski bros. 752
Stuart's buchu and juniper compound... 221
calcium wafers 620
catarrh tablets *550*
F. A., company..... 620
F. A., company..... *550*
F. J. *415*
manufacturing company 221
plas-tr-pads *415*
remedy company 738
specific drops 738
Sturman *29*
Succus cineraria maritima..... 621
Sulferro-Sol 621
Sulfo-Solution 85
Sullivan's sure solvent..... 621
Sulpherb 563
Sulphume *448*
Sulphur bitters 752
Sulphurro 622
Sulphurro *449*
Summers, G. R..... 176
Summers, G. R...... *548*
harmless headache powder..... 180
headache remedy *548*
M. 180
Sun-Ray sparking water..... 479
Superlatone 39
Superlatone *581*
Suratt, Valeska.....55, 59, 67, 72
Sure pop headache powders..... *548*
thing tonic *534, 588*
Sussus wasser *537*
Sutherland, E. E., medicine company... 552
Sutliff, Case & company..... 748
Sutliff, W. 748
Sutton, S. F...... *224*
Swaim's panacea 584
Swamp root 206
Swamp root *677*
Swan's liver & kidney remedy..... 222
Swan, S. D..... 611
Swanson, J. 307
rheumatic cure company..... 735
Swayne's panacea 584
Sweany company 443
Sweany, F. L.....360, 405
Sweet gum and mullein compound..... *486*
honey vermifuge *571*
rest for children..... 589
Sweizenthall, J. 386
Swift's sure specific..... 555
Swissco 78
Swoboda's, A. P., conscious evolution... 787
Sykes, C. R..... 105
sure catarrh cure..... 105
Symond's London stores..... *201*
Syrup of figs..... *672*

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

T. B. chemical company 443
Talbott, M. C. and W. A. 164
Tallman, W. D. 576
Tanaka, T. 95
Tan-a-Zin 69
Tanlac 564
Tanrue herbs and pills 589
Tansan mineral water 618
Tar and wild cherry, Eilert's extract of. 599
Tarrant company 625
cubebs and copaiba 625
Tartarlithine 640
Tate spring water 479
Tatra 588
Taylor, A. R. 710
Taylor company 22
drug & chemical company 623
E. H. 220
horehound balsam 623
sweet gum and mullein compound 486
W. S. 623
Teethina, Moffett's 486, 567
Teething syrup, Fahrney's 486, 527
Monell's 432
Winchell's 548
Telephone headache tablets 539
Temperine 556
Temple of health 598
of health 328
of Moomntaj-Lyumbia 655
Terraline 106
Tescum 12
Tetterine 622
Thacher's amber injection 623
cholera mixture 623
liver syrup 623
medicine company 623
medicine company 619
worm syrup 619
Therapeutic company 136
record 57, 192
Therox 78
Thomas pennyroyal pills 624
Thompson & company 752
E. K., barosma compound 222
G. 224
G. F. 182
H. B. 275
Koch company 798
medical company 222
S. 71
Thorn's copaiba and sarsaparilla 625
Thornton, N. 232
3 day cure 593
Tilden's febrisol 553
Tindall, C. A. 310
Tinthoff, F. S. and S. J. 649
Tiz 620
Tobacco cures 9
redeemer 16
specific, Elder's 564
Tokalon 76
keapshape corset 413
manufacturing company 65, 66
manufacturing company 406, 597
Tokay quinin iron wine 588
Tokio, princess, beauty company 658
Tolu rock and rye 588
Tomlinson, D. D. 559
Tonic pills 632
sure thing 534
tabs 334
Tonicine tablets 137
Tonics, bitters, etc. 740
To-Ni-Ta 214
Tonsiline 575
Toris compound 597
Tousley's sneezeless snuff 486
Touzalin advertising agency 234, 342, 404

PAGE

Touzalin, C. H. 234, 342, 404
Town's epilepsy cure 350, 571
epileptic treatment 150
medical company 571
Toxo-absorbent cancer cure 64
Trafton's balm of life 625
Traub, B. L. 307
Trench's epilepsy cure 622
Trilene tablets 688
Triple system doctors 258
True's magnetic cordial 588
Tubbs bilious man's friend 625
medicine company 625
Tubercine 486
Tuberclecide 165
Tuberculoids 105
Tuberculoids 172
Tuberculozyne, Yonkerman's 175
Tu-Ber-Ku 106
Tuckahoe lithia water 540
Tucker asthma specific 427, 486, 569
Diapho No. 59 626
drug-habit cure 16
drug-habit cure 549
fever drops 626
H. A. 626
N. 427, 569
W. J. 16
W. J. 549
Turner company 406
F. 406
F. D. and H. D. 668
P. A. 310
obesity cure 405
Turnock medical company 342
Turnock medical company 287
Turpentine man's 626
Tutt manfacturing company 625
pills 625
Tweed's liniment 623
Twentieth century 626
Tydings, C. and E. 626
remedy 626
Tyree's antiseptic powder 624
elixir buchu 625
Tyrrell, C. A. 697
Tyrrell, C. A. 311

U. C. extract 49
U-go 588
Uicure 589
Ulcher, C. S. and C. L. 604
Umckaloabo 48
Uncle Josh's dyspepsia cure 588
Underberg's boonekamp maag bitters 588
Union specialists' association 235
United doctors 141, 235
doctors 115
doctors, specialists 236
drug company 544
specialists 235
specialists cancer cure 642
specialists cancer cure 45
States health reports 698, 758
health reports 20, 313
Universal rheumatic remedy 739
science, society of 279
University health society 782
Ruskin 120
Upham's, A., valuable electuary 626
Upton, T. W. 404
W. T. 234, 341, 399
Uranium mining company 616
U-re-ka headache powders 533
Urikol 268
Urol 627
Utopian medicated beautifiers 69

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*

PAGE

V. I. G. 628
Vacuum system 324
Vaginela 276
Valmas drug company 581
Van Alstine, P. 94
Vanatta, J. 583
Van Bysterveld, A. W. 289
Van Cleave, R. M. 258
Vanderheide, A. H. and J. J. H. 656
Vanderhoff & company 176, 180
Vanderhoff & company 548
Vani-kola 563
Van Leuwen, H. D. 18
Van Noppen, D. A. A. 778
Van Vleck, G. W. 648
Van Vleet-Mansfield company 607, 628
Van Vleet-Mansfield company 571
Van Wert chemical company 105
Van Wert's lung balsam 105
Vapo-Cresolene 626
Vap-O-Rub, Vick's 628
Varlex compound 13
Varnesis 627
Vause, J. J. 305, 316
Veeler, W. 603
Vegetable pulmonary balsam 106
Vegetable wonder soap 622
Velcas 627
Veno's lightning cough cure 455
seaweed tonic 513
Vera Vita company 365, 367
Veritable grains de santé 594
Vermifuge, sweet's honey 571
Vermouth excelsior 541
Vernal palmettona 222
Vernal remedy company 222
Vernon shampoo 74
Vestro 649
Viavi treatment 238
Vick's vap-o-rub 628
Vickers, G. M. 132
Vickers, L. H. 132
Victor injection 627
Koechl & company 509
lung syrup 486
medicine company 627
Victory remedy company 524
Vienna medical institute 373
Vienna medical institute 364
Vigo bitters 588
Vigor of life 180
Vigoroids 175
Vilane powder 626
Vimedia 165
Vin de Michael 588
Mariani 588
urane, Pesqui's 463
Vincent's anti-stout pills 688
Vino-kolafra 588
Virgin oil of pine 634
Virogeno 753
Vis-vitae medicine company 180
Vita hair restorer 72
Vitæ-ore 450
Vital fire remedy company 181, 302
Vital science system 330
Vitaline 277
Vitalito 744
Vitalizer remedy 346
Vitaology 306
Vitaopathy 303, 306
Vitaopathy 20
Vitapathic system 338
Vito-neuvo treatment 216
Vita-new-a-vo 216
Vitopian home treatment 172
Voight, J. F. 715
Vrooman, G. L. 602

PAGE

Wa, Gun 16
Wade, M. W. 324
manufacturing company 324
Wa-Hoo bitters, Wilson's 754
Waldron, J. 258
Walker company 593
G. W. W. 262
medicine company 629, 739
pain destroyer 629
pharmacal company 621
rheumatism remedy 739
tonic 565, 588
Wallace's, A. G., treatment 688
and company 104
T. A. 541
Waller, F. C. 310
Walnut oil 78
juice hair stain 491
Walnutta hair stain 79
Walton, C. A. 447, 452
Wampole, H. S., company 88
Ward, F. R. 399, 404
Warner, C. D., company 106
F. W. 64
Jenkinson company 553
safe cure 512
safe remedy 208
stomach bitters 589
white wine tar syrup 106
W. R., & company 580
Wastemo 628
Waters of life, California 556
Waterbury's cod liver oil compound 535
Waterman institute morphin cure 578
Waterman's, M. W., tonic restorative 143
tonic restorative 152
Watkin's anodyne 486
Watkins female remedy 181
J. R., company 181
J. R., medical company 629
R. L., company 76
vegetable liniment 629
Way, F. M. and G. P., ear-drum 133
Weatherby's opium antidote 17
Webb A No. 1 tonic 589
M. E. 183, 200
Weed, A. E. 258
Weideman company 750
Weinkauff, J. 748
Weirick rectal dilators 769
Weiss, J. 721
Welch, F. G. 655
F. M. 181
medicine company 181
Weller, P. 307
stone root and gin 753
W. L., & sons 753
Wells & company 417, 442
dome headache cure 547
E. S. 574
hair balsam 574
medicine company 547
R. 68, 529
Richardson company 220
S. C., & company 585
W. A. 547
Wendell's ambition pills 630
Wendt, C. R. 108
Wertz, H. F. 104
Wesley, Edward, company 59
West Baden sprudel water 480
J. R. 668
Western distributing company 780
Westover, C. B. 305, 307
Westphalia stomach bitters 589
Wetzel, H. S. 49
Wharton, J. S. 655

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics*.

PAGE

Wheeler, C. G. ... *553*
chemical works ... *553*
H. N. ... *532*
nerve vitalizer ... *627*
Whiskey, quinin ... *560*
Whitcomb, P. R. ... 157
White beaver's cough cream wonder worker ... 107
White-cross bitters ... *589*
White's dyspepsia remedy ... *589*
White, E. C. ... 67
eagle liniment ... 616
eagle's liniment ... 620
headease ... *564*
O. P. ... *564*
pine balsam ... 107
pine expectorant ... 107
ribbon remedy ... 17
specialist ... 324
stone water ... 481
Whitehall's megrimine ... 629
Whitehurst, A. L. and J. H. ... 92
Whiteley, G. H. ... *546*
Whitney, D. ... 655
Whitney, Dr. ... *22*
Whitney, S. D. ... 304
Whittington specific ... 53
W. ... 53
Whittle's Epsom-lithia water ... 481
Wiersma, A. B. ... *656*
Wild cherry and tar, Eilert's ... *599*
Wilder, M. E. ... 58
Wilder, M. E. ... *406*
Wildroot dandruff remedy ... 79
Wilkins, H. P. ... 231, 443
Will, J. P. ... *115*
Willard, F. W. ... 352
J. ... 543
Willard pyorrhea treatment ... 352
Will-do ... *589*
Williams, D. A., company ... 211
E. E. ... 212
G. B. ... 297
H. C. ... 228
kidney relief ... *589*
M. L. ... 219
medicine company ... 336
N. B. ... 270
pink pills ... 630
R. L. and V. G. ... 417
Willis, G. F. ... 573
Wilson, A. J. ... *374*
C. H. ... *540*
C. K. ... 754
compound sarsaparilla ... *617*
consumption cure ... *173*
E. A. ... *173*
ear-drum ... 134
M. Y. B. ... *524*
preparation ... 107
W. C. ... 110
wa-hoo bitters ... 754
Winchell's teething syrup ... *548*
Windsor laboratories ... 152
Windsor laboratories ... *578*
Wine of cardui ... 166
chenstohow ... 630
chenstohow ... *589*
Pomelo with beef and iron ... *589*
Wingold brand stomach bitters ... 754
Winnen, A. and J. ... *121*
Winslow's soothing syrup ... 628
Winslow's soothing syrup ... *432, 486*
Winter, Dr. ... *22*

PAGE

Winter, F. W. ... 305
Wiren, Z. ... 328
Wisconsin medical institute ... 382
Wisconsin medical institute ... *364*
Wise, P. M. ... *440*
Wiseola ... *546*
Wissmann, J. ... *110*
Witman medical company ... 223
Witman, X. W., H. W. or Z. T. ... 226
Witter water ... 481
Wolf, M. C. ... *365*
Woman's health institute ... 298
health institute ... *224*
mutual benefit ... 177
mutual benefit company ... *646*
remedy company ... 182, 298
Wonder oil, Bennett's ... 734
Wonderful Japanese oil ... *596*
Wood, E. ... *406*
E. J. ... 17
E. J. ... *97, 183, 200*
M. ... *404*
N. E. ... 655, 776
N. News ... 776
P. B. ... 53
soothing syrup ... *578*
Wood tobacco cure ... 17
W. J. ... *578*
Woodbury's brand bitters ... *589*
Woodward, H. B. ... 332
Woodward, O. F. ... *550*
World's dispensary medical association ... 201, 547
hair restorer ... 72
Worm syrup, Kennedy's ... *575*
Worme's gesundheit bitters ... *587*
Worthen, C. E. ... 330
Wright's Indian Pills ... 630
company ... 586
instant relief ... *486*
rheumatic remedy ... 739
Wrightsman's sovereign balm of life ... 182
Wrinkle lotion ... 71
Wyeth's sage and sulphur ... 79

X-Bazin ... 85

Yale antiseptic ... *527*
blush of youth ... *524*
excelsior complexion bleach ... *526*
excelsior fertilizer tablets ... *526*
fruitcura ... *525*
hair tonic ... *525*
skin food ... *524*
Mme. ... *524*
Yonkerman, D. F. ... *177*
tuberculozyne ... *175*
Young, W. E. ... 305
Young, W. F. ... 483

Zaegel essence and lung balsam ... 107
M. R. ... 107
Zehrkur ... 687
Zeman's medicinal bitter wine ... *589*
Zemo ... 632
Zien's stomach bitters ... *589*
Zig-zag ... *589*
Zins, L. E. (Zinsheimer) ... 360, 394, 409, 414, 442
Zintone ... 72
Zurhellen, W. W. ... 613
Zymole company ... *510*
Zymotoid ... *452*

References to present volume in Roman; references to Vol. I, 2nd ed. in *Italics.*